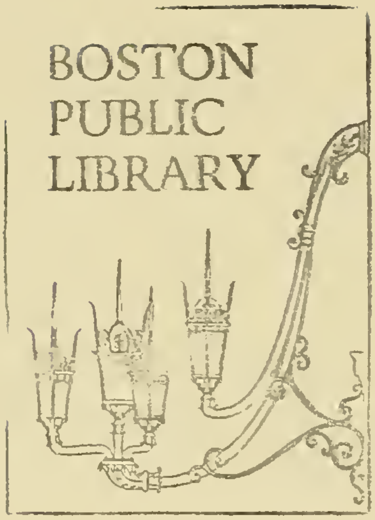
GOV DOC
BRA
3514

BOSTON PUBLIC LIBRARY
3 9999 06583 792 2



BOSTON
PUBLIC
LIBRARY

Digitized by the Internet Archive
in 2011 with funding from
Boston Public Library

http://www.archive.org/details/publictravelpatt00deci

BOSTON
PUBLIC
LIBRARY

PUBLIC TRAVEL PATTERNS IN GREATER BOSTON

PREPARED FOR

MASSACHUSETTS BAY TRANSPORTATION AUTHORITY

DECEMBER 1973

DECISION RESEARCH CORPORATION

DECISION RESEARCH CORPORATION
market and opinion measurement

December 1973

BOSTON PUBLIC LIBRARY

Mr. Brian Cudahy
Director of Community Affairs
M.B.T.A.
45 High Street
Boston, Massachusetts 02100

Dear Mr. Cudahy:

Enclosed herewith is our report on the results of "Public Travel Patterns in Greater Boston," the study which Decision Research was commissioned to undertake in our agreement of August 21, 1973.

I trust you will find this document helpful as the M.B.T.A. marketing program develops into new and more sophisticated areas. Please be assured that our staff is at your disposal to assist in the explanation of the report. I would also point out that Appendix B of the report is the special study of the Blue Line which we conducted in an effort to determine specialized information following the collapse of the Tobin-Mystic Bridge.

I would like to take this opportunity to thank you and your staff for your cooperation during the course of the study.

Sincerely,

Irwin Harrison
Vice President

IH/jat

WASHINGTON STREET · WELLESLEY HILLS · MASSACHUSETTS · 02181 · 617-237-5170

PUBLIC TRAVEL PATTERNS IN GREATER BOSTON

PREPARED FOR

MASSACHUSETTS BAY TRANSPORTATION AUTHORITY

DECEMBER 1973

DECISION RESEARCH CORPORATION

CONTENTS

Page

EXECUTIVE SUMMARY (vii)

I. BACKGROUND INFORMATION I- 1

Introduction I- 1
Project Objectives I- 2
Methodology I- 3
Interviewing Dates I- 5
Use and Validity of Research Information I- 5
Composition of the Samples I- 8

II. TRAVEL AND COMMUTING PATTERNS IN GREATER BOSTON II- 1

A. Commuting to Work II- 1
B. Relative Frequency of Ridership by Mode of Transportation II- 5
C. Consistency of Ridership II- 9
D. Use of Alternative Modes II-14
E. Non-Business Travel II-16
F. Usage of the Various MBTA Lines II-20
G. MBTA and Commuter Railroad Riders--Getting to the Station II-20

III. ECONOMIC AND OTHER FACTORS AFFECTING THE SELECTION OF TRANSPORTATION MODES III- 1

A. Access to Public Transportation III- 3
B. Travel Time III-11
C. Travel Costs III-18
D. Choice Versus Necessity III-27

Page

IV. ATTITUDES ABOUT PUBLIC TRANSPORTATION AND THEIR IMPACT ON TRAVEL PATTERNS IV- 1

A. Public Perception of the Seriousness of Problems Facing the MBTA IV- 1
B. Commuter Railroad Respondents' Rating of Service IV- 8
C. Public Appraisal of MBTA's Efforts to Improve Service IV-11
D. Boston SMSA Respondents' Perception of Problems in Downtown Boston IV-18
E. Potential Impact of Better MBTA Service on Non-Business Travel into Boston and Elsewhere IV-23
F. Potential Impact of Better MBTA Service on Business Travel IV-30

V. OTHER ISSUES V- 1

A. Suggestions by the Public on What the MBTA Ought to do to Increase Ridership V- 1
B. MBTA Advertising V- 1

APPENDIX A: Questionnaire to Study on: Public Travel Patterns in Greater Boston

APPENDIX B: Supplementary Report-- Blue Line Study

APPENDIX C: Questionnaire to Blue Line Study

LIST OF TABLES

Table Page

1 Composition of Boston SMSA General Public Sample Vis-a-Vis Census Data I- 6

2 Profile of Riders at Various MBTA Stations I- 9

3 Profile of Riders at Various Parking Garages I-10

4 Profile of Commuter Railroad Riders at Westwood Versus Reading I-11

5 Location of Employment (General Public) II- 2

6 Distribution of Total Commuting Traffic by Origin/Destination II- 4

7 Methods of Travel to and From Work II- 6

8 MBTA Versus Automobile Use by Origin/ Destination Categories II- 7

9 Consistency of MBTA Ridership (Platform Interviews) II-10

10 Consistency of Ridership (Parking Garage and Commuter R.R. Interviews) II-12

11 Use of Alternative Modes of Travel (Parking Garage and Commuter R.R. Respondents) II-15

12 Travel to Boston for Purposes Other than Work II-17

Table	Page
13 Total Trips Versus MBTA Trips to Boston for Commuters and Purposes Other than Work	II-18
14 Relative Usage of Five MBTA Lines	II-21
15 How MBTA Riders Get to the Station	II-22
16 How Railroad Commuters Get to the Station	II-24
17 Reasons for Not Using Public Transportation More Frequently	III- 2
18 Distance to Nearest Means of Public Transportation (General Public)	III- 4
19 Mode of Public Transportation (General Public)	III- 6
20 Distance to Nearest Public Transportation (MBTA Platform and Parking Garage Respondents)	III- 8
21 Driving Time to Commuter Railroad Station	III- 9
22 Type of Transportation Which is Nearest (MBTA Platform and Parking Garage Respondents)	III-10
23 Travel Time: Public Transportation Versus Automobile (General Public)	III-12
24 Travel Time: Public Transportation Versus Automobile (MBTA Platform and Parking Garage Respondents)	III-14
25 Summary: Travel Time Advantages of Automobile Versus Public Transportation	III-16

Table Page

26 Comparative Travel Times for Commuter Railroad Respondents III-17

27 Estimated Travel Costs (Parking Garage Respondents) III-19

28 Impact of Higher Gasoline Prices III-23

29 Impact of Parking Surtax III-25

30 Evaluation of the Seriousness of Problems Facing the MBTA IV- 2

31 Analysis of Seriousness Ratings and Choice Versus Necessity/ Reason for Taking MBTA IV- 5

32 Relationship Between Perceptions of MBTA Problems and Ridership IV- 6

33 Satisfaction with Commuter Rail Service IV- 9

34 Public Appraisal of MBTA Efforts to Improve Service IV-12

35 Relationship Between Seriousness of Problems and Appraisal of MBTA Efforts to Improve Service IV-15

36 Appraisal of Commuter Rail Efforts to Improve Service IV-16

37 Perception of Problems in Downtown Boston IV-19

38 Reasons for not Going to Boston More Often IV-22

39 Use of Improved Public Transportation for Non-Business Travel IV-24

Table		Page
40	Reaction to Improved Transportation Versus Seriousness of Problems in Boston	IV-26
41	Frequency of Non-Business Travel Which Could Make Use of Public Transportation	IV-28
42	Reasons for Not Using Public Transportation for Non-Business Trips	IV-29
43	Commuter Reaction to Improved Public Transportation	IV-31
44	Reasons for Not Using Improved Public Transportation	IV-32
45	Commuter Rail Respondents' Reaction to Express Bus Service	IV-33
46	Suggestions for Improving MBTA Ridership	V- 2
47	Exposure to MBTA Advertising	V- 3
48	MBTA Advertising Exposure, by Media	V- 4
49	Awareness of "Dime Time"	V- 5

EXECUTIVE SUMMARY

TRAVEL AND COMMUTING PATTERNS IN GREATER BOSTON

- There appears to be a correlation in the Boston area between place of work and place of residence. This is most apparent in Boston itself--among Boston residents who hold jobs, two-thirds also work in the City. Similarly, almost half of those who have their homes outside Route 128 have their place of employment there as well. Since public transportation in the Boston SMSA tends to run to and from Boston rather than along the perimeter of the City, this may help to explain why so many people drive to work--they really have no choice.

- The automobile is clearly the dominant means of traveling to and from work. Five times as many people drive to work five or more times per week (59 percent) as go that often by MBTA (12 percent). The percentages who go by non-MBTA bus (1 percent) or commuter railroad (1 percent) are even smaller.

- Regular MBTA ridership to work in the Boston SMSA seems largely confined to the 14 cities and towns originally constituting the MBTA operating area. The picture is most encouraging, however, among people who *work in Boston*. With a 27 percent share of all people who work in Boston, and an even higher percentage (36 percent) among those who live between Boston and Route 128 and work in Boston, it would seem that the MBTA is doing reasonably well in attracting people to whom it offers service.

- Most people who work tend to use a single mode of transportation exclusively. Among those who travel to work via a particular mode (that is, MBTA, automobile, rail), about 95 percent return home the same way. This means that it may be difficult to convert users of other modes of transportation to the MBTA because the MBTA is not at present used as an alternative mode by a great many people. Nevertheless, among auto commuters who sometimes use an alternative mode, the MBTA generally is that alternative for 63 percent. This would appear to offer an opportunity for the MBTA to increase ridership among this group in the sense that they might be sensitive to improvements in MBTA service.

- Among those who live outside Boston and inside Route 128, the MBTA captures a very substantial proportion of non-business traffic into Boston. Furthermore, non-commuting traffic accounts for about 40 percent of total trips into Boston. Thus, efforts (for example, "Dime Time") to increase the MBTA's ridership in this category, could make a significant contribution to the MBTA's overall traffic.

- Overall, among MBTA platform respondents, the most common way of getting to the station is on foot. However, the pattern tends to differ from station to station--the car is used most frequently at Newton Center and Quincy Center, and least frequently at Coolidge Corner and Harvard Square. However, more people at Quincy Center (where parking facilities are better) than at Newton Center leave their cars at the station. Furthermore, almost everyone getting on at Coolidge Corner walks there, whereas 6 Harvard Square passengers in 10 take the bus to get to the station.

- The overwhelming majority of commuter railroad respondents get to the station by car, and two-thirds park their car at the station. In addition, the farther people live from the station, the more likely they are to drive and park (as opposed to being driven by someone else).

ECONOMIC AND OTHER FACTORS AFFECTING THE SELECTION OF TRANSPORTATION MODES

- There is a clear indication that accessibility is a factor in MBTA usage. The percentage who live more than a ten-minute walk from the nearest public transportation is twice as high among those who do not use the MBTA regularly to get to work as it is among those who do. Also, fully 46 percent of MBTA platform respondents, as compared with only 24 percent of parking garage respondents, live less than a five-minute walk from public transportation. In addition, the farther out from Boston that people live, the less likely they are to be very near public transportation.

- The results of the commuter railroad interviews further emphasize the importance of travel time as a factor in determining mode of commuter transportation used, and also the MBTA's need to be more competitive in this respect. Among commuter rail respondents, that method is clearly the fastest--71 percent say they can get to work within 45 minutes via commuter rail. In contrast, 59 percent can get there that fast by car and only 22 percent can do so by MBTA.

- It apparently costs many drivers more than they think to commute to Boston. This is especially true for those who think it costs them less than $2 per day. For example, 34 percent of the parking garage respondents who think it costs them nothing to drive to Boston actually have a cost of more than a dollar per day, 61 percent of those who think their cost is less than a dollar, and 45 percent of those who think their cost is between one and two dollars, actually pay more than they think.

- A much higher percentage of "private" (Center Plaza and Prudential) than "public" (Hancock, Haymarket, Commons) parking garage users do not personally pay their parking fees.

- A majority of parking garage respondents live within 15 miles of Boston. This would seem to refute any possible hypothesis that most people who work in Boston live too far out to be attracted by good, fast public transportation.

- The possibility of the price of gasoline going to 65 cents per gallon apparently would have some, but by no means massive, impact on commuting patterns. The idea of a five-dollar-per day parking surtax in Boston would seemingly have a much greater effect on commuter driving habits.

- For a majority of MBTA platform respondents, taking the MBTA into Boston is a matter of necessity--they have no other way of going. Commuter railroad platform respondents are another matter, however. They tend to go that way by choice, particularly versus the auto, and, to a lesser extent, versus the MBTA.

ATTITUDES ABOUT PUBLIC TRANSPORTATION AND THEIR IMPACT ON TRAVEL PATTERNS

- Among MBTA and auto commuters alike, overcrowding seems to be regarded as the MBTA's most serious problem, with slow service next. The reason that these problems do not cause many MBTA riders to use other modes of transportation seems to be the "choice versus necessity" issue discussed above. High percentages of those who regard overcrowding and slow service as "very serious" problems simply have no other way to go than the MBTA. In this connection, Coolidge Corner platform respondents, and to a lesser extent, those at Field's Corner, complain most about the various problems facing the MBTA. As a result, it is not surprising that above-average percentages of both groups say they ride the MBTA out of necessity rather than by choice.

- Among parking garage respondents, however, problems such as overcrowding, slow service, and lack of air conditiong do appear to be deterrents to more frequent MBTA usage. Those parking garage respondents who perceive such problems as "very serious" tend to drive into Boston more often than those who are less concerned about them.

- If the MBTA hopes to change commuting patterns in the Boston area, it may first have to upgrade its own image, particularly in the eyes of those it must convert--auto commuters. In the area overall, and among MBTA platform respondents, almost as many people feel that the MBTA either does not care about its passengers or cares but is not doing much to improve service, as feel that it really is trying to improve service. The picture is even darker among parking garage respondents. The following findings stand out in this context.

  --Among MBTA platform respondents, the highly positive opinion among Quincy Center respondents (where express service in new trains has been introduced) and the very negative reaction among Coolidge Corner ones.

--In the cases of both MBTA platform and parking garage respondents, feeling that the MBTA does not care about its passengers is more closely related to complaints about slow service than to complaints about any of the other MBTA problems in question. This, again, confirms the importance of that problem as a critical factor in the choice of mode of transportation. However, whereas overcrowding appears to be an important factor for parking garage respondents, it does not seem to be that significant for MBTA platform respondents. One possible explanation may be a realization among the latter that there is not too much the MBTA can do at present about overcrowding (they apparently do not feel that way about slow service).

- The fact that many people feel they "have everything they need" where they live would appear to be a singificant obstacle to the MBTA increasing non-work related ridership into Boston. Nevertheless, there is reason to believe that "faster, modern, comfortable, air conditioned, and frequent MBTA service" might change many people's minds and help to revitalize the downtown area. Some 4 people in 10 in the Boston SMSA say they would go in more frequently than they do now if such service were available. The seeming impact of better MBTA service is made more credible by the finding that the greatest positive response to such service comes from those who complain most about the time it takes to get into town and back and the lack of good public transportation.

- "Faster, modern, comfortable, air conditioned, and frequent public transportation at the same cost as going to work by car" could possibly reshape the commuter picture in the Boston area--72 percent of parking garage respondents say this would cause them to generally use public transportation for travel to downtown Boston.

- However, "only" 19 percent of the commuter railroad platform respondents say that if express buses were available from their station to downtown Boston at the same fare they now pay for railroad service, they would be likely to use the bus. A possible explanation may lie in the words "at the same fare." Many riders may feel that express buses are an attractive choice only if the fare on them is less than the railroad fare.

OTHER ISSUES

- Some 34 percent in the Boston SMSA say they have seen, heard, or read MBTA advertising recently. Among those who ride the MBTA to work on a daily basis, the figure is higher (47 percent). An example of how advertising can perhaps increase awareness of certain facts or special services, three-quarters of these daily riders are aware of "dime time." However, in order for "dime time" to be a more effective means of attracting ridership, it would seem important for awareness of "dime time" to increase substantially among those who use the MBTA infrequently or not at all.

PUBLIC TRAVEL PATTERNS IN GREATER BOSTON

I. Background Information

INTRODUCTION

This report describes the results of a four-part study involving interviews conducted during September 1973, with 3,100 adult respondents, most of whom were residents of the greater Boston area. These 3,100 interviews were allocated among the four parts of the project as follows:

- Boston SMSA Telephone Study-800 interviews
- MBTA Station Platform Study-1,004 interviews
- Boston Parking Garage Study-996 interviews
- Commuter Railroad Station Platform Study-300 interviews

The study was designed to examine travel and commuting patterns in the Boston area, as well as attitudinal, economic and other factors affecting choice and usage of various modes of transportation.

PROJECT OBJECTIVES

The primary objectives of the project were to:

- Ascertain business and non-business ridership patterns (automobile versus public transportation, including the MBTA and commuter railroad) in the Boston area.

- Examine non-attitudinal factors affecting choice and usage of transportation mode. These non-attitudinal factors include:

  --Distance from public transportation

  --Travel time

  --Commuting costs

  --Impact of increased costs

  --Availability of alternatives--do people travel the way they do out of choice or necessity

- Study attitudinal factors affecting choice and usage, including:

  --Public perception of the seriousness of various problems facing the MBTA

  --Public perception of the seriousness of various problems facing the City of Boston

  - --Commuter railroad passengers' appraisal of the service they receive
  - --Public appraisal of the MBTA's attitude toward service and its passengers

- Measure public awareness of MBTA advertising

METHODOLOGY

As noted, the project was divided into four substudies:

- Telephone interviews with a representative sample of 800 Boston SMSA adult (18 years of age or older) residents. Respondents were systematically selected from telephone directories covering the SMSA. All interviewing was conducted from DRC's central telephone facility, under strictly monitored conditions.

- Interviews--between the hours of 7:00 and 9:30 A.M.--with approximately 1,000 (actually 1,004) inbound adult riders at the following MBTA stations.

	Number of Interviews
Coolidge Corner	168
Newton Center	165
Quincy Center	165
Forest Hills	167
Field's Corner	168
Harvard Square	171

- Interviews--between 7:00 and 9:30 A.M. (except at Center Plaza where the hours were 8:00 to 10:30 A.M.)--with approximately 1,000 (996) adults at the following Boston parking garages.

  City Garages

  Garage opposite John Hancock Buildling
  Haymarket
  Commons

  Private Garages

  Center Plaza
  Prudential Center

- Interviews--between 6:50 and 9:40 A.M.--with 300 inbound adult commuter railroad riders--150 at the Penn Central Westwood station at Route 128 and 150 at the Boston & Maine's Reading Station.

The 800-interview Boston SMSA telephone study was designed to ensure a valid SMSA-wide sampling of information and opinion regarding the subjects discussed above. However, while providing valid and useful overall information, a sampling of this size could not be expected to produce enough MBTA riders, commuter railroad riders and people who commute to Boston by auto to allow for a statistically reliable separate analysis of each of these groups. In fact, it would be impractical and inefficient to design a general public sample large enough to do so. Instead, a more efficient and economically feasible approach was decided upon: interviewing large numbers of MBTA riders, commuter railroad riders and people who commute to Boston by car at the places where they are best found in large numbers, namely MBTA stations, commuter railroad stations and Boston parking garages.

INTERVIEWING DATES

- Boston SMSA Telephone Sample:
  September 4-9, 1973
- Boston Parking Garage Sample:
  September 5-11, 1973
- MBTA Station Sample:
  September 12-17, 1973
- Commuter Railroad Sample:
  September 18-20, 1973

USE AND VALIDITY OF RESEARCH INFORMATION

Any sample is subject to some degree of normal random error. The 800-case telephone sample, for example, is subject to an error factor of approximately ±4 percent. In other words, one can state with considerable confidence that the proportion of people in the sample who have some characteristic or attitude does not deviate from the true population being measured by more than 4 percentage points.

The representative nature of the telephone sample, by way of illustration, can be seen in Table 1, which compares the characteristics of the sample to 1970 census data for the SMSA population. In one instance, it can be seen that the sample deviates from census data by slightly more than the 4 percent tolerance mentioned above. However, this minor variance is not unusual for a variety of reasons (including, for example, the fact that the census was taken in 1970, the fact that the census is based on population rather than household counts, and so forth).

TABLE 1

COMPOSITION OF BOSTON SMSA GENERAL PUBLIC SAMPLE VIS-A-VIS CENSUS DATA

AGE	UNDER 30 (%)	30 TO 44 (%)	45 TO 64 (%)	65 AND OVER (%)
Sample	30	29	28	13
Census	28	24	31	17

INCOME*	Under $10,000 (%)	$10,000-14,999 (%)	$15,000-24,999 (%)	$25,000 AND OVER (%)
Sample	37	32	21	10
Census	40	30	22	8

EMPLOYMENT	EMPLOYED (%)
Sample	61
Census	58

---

*Based on those who were willing to reveal their family's 1972 income category.

Interpretation of both the telephone and special samples should also be made with an understanding of the tolerances which are involved in comparisons between two or more sample subgroups. For example, when comparing men and women against some criterion, it must be remembered that the base sample for each group is not 800 (the total sample) but more like half that amount. Thus, while a difference of 4 percent would be significant for the total population, differences of 4 percent between two subgroups would generally not be significant--that is, they are as likely to be the result of normal sampling error as of true differences between the two groups.

In comparing the groups, therefore, differences of less than 5 percentage points should probably not be considered significant. Actual tolerances vary depending on the size of the subgroups involved, but in general differences greater than 5 percentage points should be considered indicators of possible significant difference between two groups.

As noted under "Methodology" above, the MBTA platform, parking garage, and commuter rail platform samples are intended to provide a broader base of data for certain key subgroups than would ordinarily result from an 800-case sample. However, these special samples are not as precisely representative, in a highly technical sense, of the total populations involved as is the telephone sample. This is true because the interviews with respondents in these categories were not conducted on a purely random or "probability" basis. Nevertheless, these special samples represent sizable numbers of typical riders, and therefore, for all practical purposes, can be considered reasonable cross-sections.

COMPOSITION OF THE SAMPLES

By way of background to the analysis of behavior patterns and attitudes for each of the sample groups included in this study, details of the samples themselves are provided in Tables 2, 3, and 4, and are summarized below:

Comparative Characteristics of The Four Samples

	General Public (workers) (%)	MBTA Platforms (%)	Parking Garages (%)	Commuter Railroad Stations (%)
SEX				
Men	64	48	76	69
Women	36	52	24	31
INCOME (Based on those willing to reveal their 1972 family income)				
Under $5,000	6	10	2	1
$5,000-9,999	20	26	9	9
$10,000-14,999	37	28	23	24
$15,000-24,999	26	26	34	44
$25,000 and Over	11	10	32	22
NUMBER OF CARS OWNED				
None	7	19	1	1
One	43	50	35	37
Two	36	22	50	49
Three or More	13	9	14	12
AGE				
Under 25	18	36	14	16
25 to 34	29	25	36	23
35 to 44	20	12	23	21
45 and Over	33	26	27	39

TABLE 2

PROFILE OF RIDERS AT VARIOUS MBTA STATIONS

	TOTAL	COOLIDGE CORNER	NEWTON CENTER	QUINCY CENTER	FOREST HILLS	FIELD'S CORNER	HARVARD SQUARE
Sex							
Men	48%	38%	58%	49%	47%	42%	57%
Women	52	62	42	51	53	58	43
Age							
Under 25	36%	37%	29%	45%	34%	41%	30%
25 to 34	25	23	28	24	25	24	30
35 to 44	12	13	11	9	11	12	13
45 and Over	26	26	29	21	30	23	26
Income*							
Under $5,000	10%	18%	7%	6%	7%	7%	14%
$5,000-$9,999	26	29	13	24	27	34	29
$10,000-$14,999	28	27	16	32	32	38	30
$15,000-$24,999	26	19	40	30	27	15	20
$25,000 and Over	10	7	24	8	7	6	7
Number of Cars Owned							
None	19%	45%	9%	8%	11%	15%	24%
One	50	43	52	52	51	52	49
Two	22	8	24	27	27	23	21
Three or More	9	2	12	13	11	10	6

---

*Based on those who were willing to reveal their family's 1972 income category.

TABLE 3

PROFILE OF RIDERS AT VARIOUS PARKING GARAGES

	City				Private	
	Total	Hancock	Haymarket	Common	Center Plaza	Prudential Center
Sex						
Men	76%	75%	75%	74%	84%	73%
Women	24	25	25	26	16	27
Age						
Under 25	14%	18%	17%	14%	9%	14%
25 to 34	36	34	41	35	35	34
35 to 44	23	28	19	20	25	23
45 and Over	27	20	23	31	31	29
Income*						
Under $10,000	11%	13%	10%	12%	10%	8%
$10,000 - $14,999	23	26	25	23	17	23
$15,000 - $24,999	34	37	36	37	25	36
$25,000 and over	32	24	29	28	48	33
Number of Cars Owned						
None	1%	0%	1%	1%	1%	1%
One	35	35	36	43	28	34
Two	50	52	47	45	52	54
Three or more	14	13	16	11	19	11

---

*Based on those who were willing to reveal their family's 1972 income category.

TABLE 4

PROFILE OF COMMUTER RAILROAD RIDERS AT WESTWOOD VERSUS READING

	Total	Westwood	Reading
Sex			
Men	69%	73%	64%
Women	31	27	36
Age			
Under 30	27%	19%	34%
30 to 44	34	37	31
45 and Over	39	43	34
Income*			
Under $15,000	34%	37%	31%
$15,000 - $24,999	44	32	57
$25,000 and Over	22	31	12
Number of Cars Owned			
One	37%	35%	40%
Two	49	50	47
Three or More	12	14	11

---

*Based on those who were willing to reveal their family's 1972 income category.

In reviewing the comparative sample statistics provided above, it should be noted that, in order to make comparisons meaningful, we have based the general public sample statistics on those who were employed (490 respondents out of the total of 800 interviewed). This was done because interviewing for the MBTA platform, parking garage, and commuter railroad studies was conducted during the early morning hours when, presumably, most of those interviewed were on their way to work.

The differences between the four samples are largely self-explanatory; however, several may deserve further comment. For example:

- Among general public workers, parking garage, and commuter railroad respondents, men heavily outnumber women--but this is not true for the MBTA platform respondents. The high proportion of female riders encountered at the MBTA platforms is consistent with the finding (reported later) that the proportion of regular MBTA riders is much higher among women (17 percent) than among men (9 percent) in the working public.
- As might be expected, commuter railroad and parking garage respondents tend to have higher incomes and more cars than MBTA platform respondents. General public respondents (who, of course, include some representation from all three of the special groups) lie in between MBTA platform respondents and the other two groups in terms of car ownership and income. From this, we might infer that MBTA riders tend to own fewer cars and be less affluent than the other groups--an inference which is confirmed by actual ridership statistics derived from the general public sample (for example, among workers in the under

$10,000 income category regular ridership averaged 19 percent, versus only 10 percent for workers in higher income categories). Furthermore, the lower incidence of automobile ownership among MBTA riders is consistent with the finding (see page III-27) that a majority (54 percent of the MBTA platform respondents travel that way because they have no real alternative rather than by choice.

Apart from differences in demographic makeup between the various samplings, some interesting patterns emerge within each study.

- MBTA Platform Study (see Table 2):

  --At Coolidge Corner and Field's Corner women outnumber men; at Newton Center and Harvard Square the reverse is true.

  --More Coolidge Corner and Harvard Square riders than elsewhere are at the low end of the income scale, whereas Newton Center riders tend to be most affluent. Field's Corner tends to have the greatest number of middle-income $5,000 to $14,999) riders.

  --Consistent with the income patterns noted, automobile ownership is least common among Harvard Square and particularly Coolidge Corner riders.

- Parking Garage Study (see Table 3):

  Center Plaza customers generally enjoy higher incomes than do those who park in the other garages.

- Commuter Railroad Station Study (see Table 4):

  Those who board at Reading tend to be younger and less affluent than those who get on the train at Westwood. Also, men do not outnumber women as heavily at Reading as they do at Westwood.

II. TRAVEL AND COMMUTING PATTERNS IN GREATER BOSTON

This section analyzes the overall structure of personal transportation in the Greater Boston area, and considers trips to and from work (commuting) as well as trips for purposes other than getting to work.

A. COMMUTING TO WORK

Table 5 provides an analysis of the employment locations reported by all residents of the SMSA who were employed either full-time or part-time. As this table shows, the city of Boston is the largest center of employment for all residents of the SMSA--accounting for 39 percent of the total work force.

Perhaps the most significant pattern to emerge from the analysis shown in Table 5 is the correlation between place of work and place of residence. This is most apparent in Boston: two-thirds of those who live in Boston also work there. Similarly almost half of those who have their homes outside Route 128 have their place of employment there as well. The correlation is not so apparent among those who live between Boston and Route 128. However, even among these people, more also work in that area than either commute to Boston or to some place outside Route 128.

TABLE 5

LOCATION OF EMPLOYMENT
(General Public)

QUESTION: *"Where is your place of employment located--in Boston itself, outside Boston but inside Route 128, or on or outside Route 128?"*

	LOCATIONS					
RESPONDENT GROUPINGS*	IN BOSTON	OUTSIDE BOSTON, BUT INSIDE RTE. 128	ON OR OUTSIDE RTE.128	OTHER	NO ANSWER	PERCENTAGE BASE
	(%)	(%)	(%)	(%)	(%)	
TOTAL IN BOSTON SMSA WHO ARE EMPLOYED FULL OR PART TIME	39	33	24	1	3	(490)
SEX						
Men	38	34	25	1	2	(316)
Women	40	32	22	1	5	(174)
AGE						
Under 25	44	30	22	1	3	(87)
25 - 29	49	25	17	3	6	(77)
30 - 34	41	32	26	0	1	(66)
35 - 44	42	32	24	2	0	(96)
45 and over	28	40	28	0	4	(162)
THOSE WHO LIVE . . .						
In Boston	66	22	7	2	3	(114)
Outside Boston, but Inside Rte. 128	34	40	22	1	3	(268)
On or Outside Rte 128	22	27	46	0	5	(108)

---

*Base for this table is limited to those who are employed full or part time.

Since public transportation in the Boston SMSA tends to run to and from Boston rather than laterally (for example, along the perimeter of the circle formed by Route 128), this may help to explain why so many people drive to work--they may really have no other choice.

This inference is reinforced by the data in Table 6, which distributes the total work force by origin and destination of commuting trips. Here, it can be seen that fully 47 percent of the work force works in the same geographic zone as they live (that is, 15 percent live and work in Boston, 22 percent live and work in the Boston--Route 128 zone, and 10 percent live and work outside Route 128). Said another way, the MBTA's prime market, given its present service pattern which is oriented toward people who commute into or out of Boston, accounts for less than one-third of the total work force. The components of this total are as follow.

DISTRIBUTION OF MBTA "PRIME" MARKET

Origin-Destination Category (Into or Out of Boston)	Proportion of Total SMSA Work Force (%)
Boston/128 Zone, Inbound to Boston	19
Outside 128, Inbound to Boston	5
Boston, Outbound to Boston/128 Zone	5
Boston, Outbound Beyond 128	2
TOTAL(Into or Out of Boston)	31

Table 6

DISTRIBUTION OF TOTAL COMMUTING TRAFFIC BY ORIGIN/DESTINATION

	COMMUTING TO:				
COMMUTING FROM:	BOSTON	BOSTON/ 128	OUTSIDE 128	OTHER/ NO ANSWER	TOTAL
Boston	15	5	2	1	23
Boston/128	19	22	12	2	55
Outside 128	5	6	10	1	22
TOTAL	39	33	24	4	100

B. RELATIVE FREQUENCY OF RIDERSHIP BY MODE OF TRANSPORTATION

The automobile is clearly the dominant means of traveling to and from work in the Boston SMSA (see Table 7). Five times as many people drive to work five or more times per week (59 percent) as go that often by MBTA (1 percent). The percentages who go by non-MBTA bus or commuter railroad (1 percent) are even smaller.

Actually, the number who always go to work by car may be even higher than 59 percent. A separate analysis of the data in Table 7 showed that, among those who hold full-time jobs, 66 percent drive and 13 percent use the MBTA five or more times a week.

Furthermore, just about everyone returns home from work the same way he or she goes--59 percent return home by car five or more times a week and 12 percent do so by MBTA. These are precisely the same percentages seen in connection with going to work. Pointing up this "round-trip" pattern is the finding that 96 percent of those who drive to work at all return home by car with exactly the same frequency as they go in that way (see Table 7). In the case of the MBTA, the percentage is virtually identical (95 percent).

Regular MBTA ridership to work in the Boston SMSA seems largely confined to the 14 cities and towns which originally constituted the MBTA operating area (see Table 8). However, even among residents of those cities and

TABLE 7

METHODS OF TRAVEL TO AND FROM WORK

QUESTION: *"Next, I'm going to read you some ways in which people travel to work as opposed to coming home from work. As I read each one, please tell me how many days during the average Monday through Friday period, you travel to work that way. First, take MBTA buses, streetcars, or rapid transit trains. How many days during the average Monday through Friday period do you travel to work by MBTA bus, streetcar, or rapid transit train--less than once a week, once, twice, three times, four times, or five times, that is, every day? Just give me your best estimate. Next take . . . "*

GOING TO WORK:

TOTAL IN BOSTON SMSA
WHO ARE EMPLOYED FULL OR PART TIME

MODE OF TRANSPORTATION	FIVE TIMES OR MORE (%)	FOUR TIMES (%)	THREE TIMES (%)	TWICE (%)	ONCE (%)	LESS THAN ONCE A WEEK (%)	VARIES (%)	DON'T KNOW (%)	PERCENTAGE BASE
Automobile--that is going all the way to work by car	59	4	4	5	3	24	1	*	(490)
MBTA bus, streetcar, or rapid transit trains	12	2	3	2	3	78	0	*	(490)
Walking all the way to work	5	1	2	2	3	87	*	*	(490)
Commuter railroad train	1	0	*	0	1	98	0	*	(490)
Bus other than MBTA bus	1	0	1	*	*	98	0	*	(490)

QUESTION: *"Next, I'd like you to tell me how many days during the average Monday through Friday period you return home each of these ways. First, take MBTA bus, streetcar or rapid transit train. How many days during the average Monday through Friday period do you return home by MBTA bus, streetcar, or rapid transit train--less than once a week, once, twice, three times, four times, or five times, that is, every day? Just give me your best estimate. Next take . . . "*

RETURNING FROM WORK:

MODE OF TRANSPORTATION	FIVE TIMES OR MORE (%)	FOUR TIMES (%)	THREE TIMES (%)	TWICE (%)	ONCE (%)	LESS THAN ONCE A WEEK (%)	VARIES (%)	DON'T KNOW (%)	PERCENTAGE BASE
Automobile--that is, going all the way home by car	59	4	5	5	3	23	1	*	(490)
MBTA bus, streetcar, or rapid transit trains	12	2	3	2	3	78	0	*	(490)
Walking all the way from work	5	*	2	2	3	88	*	*	(490)
Commuter railroad train	1	0	*	0	1	97	0	1	(490)
Bus other than MBTA bus	1	0	*	*	*	98	0	1	(490)

	AUTOMOBILE RIDERS (%)	MBTA RIDERS (%)
Percentage of automobile and MBTA riders who are round trip riders (based on those who are employed full time and who work inside Route 128)**	96	95

---

*Less than .5 of 1 percent.

**For purposes of this survey, a "round trip" automobile rider is defined as one who returns from work by automobile as often as he or she goes to work that way; and a "round trip" MBTA rider is defined as one who returns from work by MBTA as often as he or she goes to work that way.

TABLE 8

MBTA VERSUS AUTOMOBILE USE BY ORIGIN/DESTINATION CATEGORIES

CATEGORY	PROPORTION OF REGULAR* MBTA RIDERS	PROPORTION OF REGULAR* AUTOMOBILE USERS	PERCENTAGE BASE
	(%)	(%)	
TOTAL SMSA WORK FORCE	12	59	(490)
RESIDENCE			
Boston	18	46	(114)
Outside Boston	10	63	(376)
Original 14 Cities and Towns**	19	48	(252)
Other Areas	4	70	(238)
Inner Ring (Boston, Cambridge, Chelsea, Everett, Revere, and Somerville)	21	46	(184)
Others	6	67	(306)
Between Boston and Rte 128	13	58	(268)
Outside Rte 128	3	74	(108)
WORK LOCATION			
In Boston	27	43	(191)
Between Boston and Rte 128	3	69	(162)
Outside Rte 128	0	73	(116)
Live and Work in Boston	22	38	(76)
Live Between Boston and Rte 128 and Work in Boston	36	40	(92)
Live and Work Outside Rte 128	1	69	(108)

---

*Five roundtrips per week.

**Arlington, Belmont, Boston, Brookline, Cambridge, Chelsea, Everett, Malden, Medford, Milton, Newton, Revere, Somerville, and Watertown.

towns, only about 1 person in 5 goes to work by MBTA five times or more per week. The picture is somewhat more encouraging, however, when it is limited to people who work in Boston--about a quarter (27 percent) of these people are MBTA regulars. Limiting matters even further, better than a third (36 percent) of those who live outside Boston and inside Route 128 and work in Boston, take the MBTA every day. In fact, among this latter group about as many people are MBTA regulars (36 percent) as are regular automobile (40 percent) commuters (see Table 8).

However, elsewhere, the MBTA pretty much suffers by comparison with the automobile, as shown by the following summary.

Residence of Employed Riders	Ride MBTA to Work Five or More Times Per Week	Go to Work By Car Five or More Times per Week
	(%)	(%)
Residents of Original 14 Cities and Towns	19	48
Boston Residents	18	46
Boston SMSA Residents Who Work in Boston	27	43
People Who Live Outside Boston and Inside Route 128, and Work in Boston	36	40

Nevertheless, with 27 percent of those who work in Boston and 36 percent of those who live between Boston and Route 128 and work in Boston regularly taking the MBTA, it would seem that the MBTA is doing reasonably well in attracting those to whom it offers service (as noted, MBTA service is pretty much to and from Boston). This may also suggest that if "perimeter" service were available, it might attract a good deal of traffic.

C. CONSISTENCY OF RIDERSHIP

The results of the MBTA platform, parking garage, and commuter railroad platform studies tend to confirm the point made earlier--that most people go into work the same way all the time.

Table 9 shows the relationship between total round-trips and MBTA trips (inbound and outbound) among those interviewed at MBTA platforms. As this table shows, some 84 percent of the platform respondents go in toward Boston five or more times per week, and 75 percent go in by MBTA five or more times. In other words, almost 90 percent of those who go in daily always go by MBTA. Furthermore, about 95 percent of those who go in toward Boston regularly by MBTA also use the MBTA for return trips. (This inference is derived from the fact that 75 percent make five inbound trips, while 71 percent make the same number of outbound trips).

TABLE 9

CONSISTENCY OF MBTA RIDERSHIP
(Platform Interviews)

RESPONDING CATEGORIES	PROPORTION IN EACH RESPONDENT CATEGORY WHO:			
	MAKE 5 ROUND-TRIPS PER WEEK	MAKE 5 INBOUND TRIPS VIA MBTA	MAKE 5 RETURN TRIPS VIA MBTA	PERCENTAGE BASE
	(%)	(%)	(%)	
TOTAL MBTA PLATFORM PUBLIC	84	75	71	(1004)
STATION				
Coolidge Corner	85	75	66	(168)
Newton Center	76	65	59	(165)
Quincy Center	86	78	76	(165)
Forest Hills	87	77	76	(167)
Fields Corner	89	80	77	(168)
Harvard Square	82	75	70	(171)

Table 10 provides comparable data on total trips and automobile usage for parking garage respondents, and comparable statistics for commuter railroad respondents. This table is interesting in several respects. First, the data suggests that parking garage respondents tend to use the car less consistently than MBTA riders use that mode. Specifically, with 69 percent of the respondents making five roundtrips and only 54 percent making five automobile trips, an average of 78 percent (54 over 69) use the automobile more or less exclusively. While this is still a substantial majority, it is nevertheless lower than the nearly 90 percent "exclusive use" figure for regular MBTA riders cited above.

A second point of interest in Table 10 is the finding that, on the average, only 69 percent of the parking garage respondents travel to Boston every day, as compared with the 84 percent figure for MBTA riders mentioned earlier (Table 9). This tendency not to make daily trips to Boston seems especially pronounced among respondents at the city garage opposite the Hancock Building (where only 55 percent travel to Boston every day) and at the Center Plaza garage (50 percent). The significance of this finding, which is considered in more detail later in this report, is that a high proportion of the parking garage respondents may be engaged in activities which do not require regular commuting to a fixed destination (for example, sales). Accordingly, such individuals (even including those who do commute regularly) require a relatively high degree of mobility in association with their work, and this mobility in turn implies a heavy reliance on the automobile.

TABLE 10

CONSISTENCY OF RIDERSHIP
(Parking Garage and Commuter R.R. Interviews)

	PROPORTION OF RESPONDENT CATEGORY WHO:		
RESPONDENT CATEGORY	MAKE 5 ROUNDTRIPS PER WEEK	MAKE 5 ROUNDTRIPS VIA AUTOMOBILE	PERCENTAGE BASE
	(%)	(%)	
TOTAL PARKING GARAGE PUBLIC	69	54	(996)
GARAGE:			
Hancock - City	55	43	(200)
Haymarket - City	82	58	(201)
Common - City	76	56	(199)
Center Plaza - Private	50	43	(197)
Prudential Center - Private	83	71	(199)

	MAKE 5 ROUNDTRIPS PER WEEK	MAKE 5 ROUNDTRIPS VIA COMMUTER RAILROAD	PERCENTAGE BASE
	(%)	(%)	
TOTAL COMMUTER RAILROAD PUBLIC	80	62	(300)
STATION:			
Westwood	80	63	(150)
Reading	79	61	(150)

Table 10 reveals a similar pattern among commuter railroad respondents. In particular, with 80 percent making daily trips and 62 percent doing so by rail, the railroad is basically the exclusive mode of travel for about 78 percent of these regular riders.

To summarize, it would appear that most people do not alternate their method of transportation but rather, having selected a particular method, they tend to stay with that method more or less exclusively. This behavior pattern has several interesting implications for the MBTA. On the one hand, it is encouraging to find that "exclusive use" is highest among current MBTA riders (90 percent). On the other hand, the level of exclusive use is also quite high among parking garage and commuter railroad respondents. Said another way, the MBTA does not appear to be in danger of losing traffic to other modes; but, conversely, it would appear to be relatively difficult to convert users of other modes to the MBTA in the sense that the MBTA is not at present used as an alternative mode by a great many people.

D. USE OF ALTERNATIVE MODES

In the previous section, the fact that most automobile and commuter railroad users tend to be "exclusive" users of those modes was considered as an obstacle to increasing MBTA ridership. On the other hand, the MBTA's task of obtaining more riders would appear enhanced to the extent that it was considered a viable alternative to the primary mode currently being used.

Table 11 considers this issue in more detail by showing, among both parking garage and commuter railroad respondents, the tendency to use various alternatives. Among parking garage respondents, 52 percent report that they use no alternative, whereas for commuter railroad respondents 68 percent say they use no alternative. (Note: These figures are lower than the "exclusive use" figures reported earlier because the latter figures were based on daily riders rather than on all riders. This in itself is significant because it suggests that the tendency toward "habitual" use of a particular mode is less entrenched among occasional riders than among regular riders.)

Among those who do at least occasionally use an alternative mode, that alternative mode is generally not the same in the case of commuter railroad respondents as it is among parking garage respondents. Specifically, the dominant alternative for commuter railroad respondents is the automobile--this being used most often by 66 percent of those who use an alternative. By contrast, the MBTA is clearly the dominant alternative for parking garage respondents, being used most often by 63 percent of such respondents who use another method. Thus, there would appear to exist a fairly large potential for the MBTA to increase ridership among parking garage users, in the sense that many of these people are occasionally exposed to MBTA service and, therefore, might be sensitive to improvements in that service (particularly if that improvement is publicized).

Actually the different alternative mode used by railroad as compared with auto commuters, points up the fact, that as a practical matter, given the present patterns of commuter railroad service, there are only two alternatives available to most people who work in Boston--the auto and the MBTA.

TABLE 11

USE OF ALTERNATIVE MODES OF TRAVEL
(Parking Garage and Commuter R.R. Respondents)

QUESTION: "When you don't go into Boston by (car/railroad) which of the following other ways of going to Boston do you use most often?"

ALTERNATIVE MODE OF TRAVEL	PARKING GARAGE[1]	PARKING GARAGE[2]	COMMUTER RAILROAD[1]	COMMUTER RAILROAD[2]
	(%)	(%)	(%)	(%)
MBTA	30	63	4	13
Non-MBTA Bus	4	8	1	3
Commuter Railroad	10	21	--	--
Walk	1	2	*	*
Automobile	--	--	21	66
No Alternative Used	52	--	68	--
Don't know/Other	3	6	6	19
TOTAL	100	100	100	100
BASE[1]	(996)	(478)	(300)	(94)

---

[1] Base = All respondents.

[2] Base = Only those respondents who used some alternative mode.

*Less than .5 percent

E. NON-BUSINESS TRAVEL

The foregoing discussion of overall travel patterns has focused primarily on commuting travel (that is, trips to and from work). However, the general public survey also revealed some interesting aspects of non-commuting travel, as noted below.

Table 12 describes the overall incidence in the SMSA of travel into downtown Boston, according to various subgroups of the adult population, for purposes other than going to work. Among all respondents, 69 percent reported that they traveled to downtown Boston less than once a week, while 27 percent reported at least one trip per week, and 4 percent failed to estimate their travel frequency. However, this overall pattern varied considerably according to place of residence and age. Specifically (and not surprisingly), 46 percent of the Boston residents made at least one trip per week to the downtown area, as compared with only 25 percent and 18 percent, respectively, for their counterparts living between Boston and Route 128, and beyond Route 128.

The tendency to travel to downtown Boston at least once a week was also more pronounded among men (32 percent) than women (24 percent), and among younger respondents (generally, those under 35).

Table 13 shows comparable statistics for all trips to Boston, in total and for the MBTA. With respect to commuter traffic, this table tends to confirm the observation made earlier that the MBTA does rather well among commuters traveling into Boston from the Boston/

TABLE 12

TRAVEL TO BOSTON FOR PURPOSES OTHER THAN WORK

QUESTION: *"Besides going to work, about how many times during the average seven-day week do you travel into downtown Boston and vicinity--less than once a week, once a week, twice a week, three times a week, four times a week, or five or more times a week? Just give me your best estimate."*

	NUMBER OF TRIPS IN AN AVERAGE WEEK:								
POPULATION GROUPINGS	FIVE TIMES OR MORE	FOUR TIMES	THREE TIMES	TWICE	ONCE	LESS THAN ONCE	VARIES	DON'T KNOW	PERCENTAGE BASE
	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	
TOTAL BOSTON SMSA	4	1	3	7	12	69	1	3	(800)
AREA									
Live in Boston	8	3	6	12	17	52	1	1	(196)
Live outside Boston and Inside Rte 128	4	1	2	7	11	73	0	2	(425)
Live on or Outside Rte 128	2	1	1	3	11	76	1	5	(179)
EMPLOYED									
Full Time	3	1	2	8	15	70	1	*	(414)
Part Time	7	3	4	4	5	78	0	0	(76)
Not at All	6	1	4	7	11	64	*	7	(309)
SEX									
Men	6	2	2	9	13	66	1	1	(402)
Women	2	1	3	6	12	72	*	4	(398)
AGE									
Under 25	11	2	5	13	15	51	1	2	(132)
25 to 29	7	4	4	9	19	55	0	2	(106)
30 to 34	4	3	2	8	14	64	2	3	(98)
35 to 44	2	0	1	7	11	78	0	1	(134)
45 to 64	2	1	1	6	9	80	*	2	(222)
65 and Over	1	0	6	5	8	72	0	8	(105)
INCOME									
Under $5,000	7	1	2	5	8	69	1	8	(106)
$5,000-$9,999	5	1	3	8	14	68	0	1	(144)
$10,000-$14,999	5	1	2	7	13	70	0	2	(219)
$15,000-$24,999	3	2	4	9	7	71	1	3	(146)
$25,000 and over	4	3	2	9	19	62	1	0	(68)

---

*Less than .5 of 1 percent.

TABLE 13

TOTAL TRIPS VERSUS MBTA TRIPS TO BOSTON FOR COMMUTERS AND PURPOSES OTHER THAN WORK

TRIPS TO BOSTON PER WEEK PER CAPITA*:

RESIDENCE	COMMUTING: TOTAL TRIPS	COMMUTING: MBTA TRIPS	COMMUTING: MBTA SHARE OF TOTAL (%)	OTHER THAN COMMUTING: TOTAL TRIPS	OTHER THAN COMMUTING: MBTA TRIPS	OTHER THAN COMMUTING: MBTA SHARE OF TOTAL (%)
Boston	1.98	.57	29	1.30	.76	58
Between Boston and Rte 128	1.02	.44	43	.66	.31	47
Outside Rte 128	.66	.02	3	.42	.12	29
Total Adult SMSA Population	1.16	.37	32	.75	.38	49

---

*Per capita based on population 18 years old and over.

Route 128 zone. It is interesting to note, moreover, that this pattern holds true for the same group as far as non-commuting travel is concerned. Here, the MBTA captures perhaps an even greater share (47 percent on the basis of total trips). Even more striking is the MBTA's share of non-commuting trips among Boston residents traveling to the downtown area, which, at 58 percent, is about twice as high as among commuters in the same origin/destination group. A possible explanation for this difference is that the non-commuting trips were measured in terms of trips to the downtown area, whereas commuting trips were not limited to any particular part of Boston. Since the MBTA tends to run into and out of the downtown area rather than circumferentially, it is not surprising to find that the MBTA enjoys a higher share of non-commuting traffic.

A final observation which may be worth making from Table 13 relates to the relative mix of commuting and non-commuting traffic. In particular, non-commuting traffic to Boston represents about .75 trips per capita per week (adult population) whereas commuting traffic to Boston represents about 1.16 trips. Thus, non-commuting traffic would appear to account for 39 percent of the total trips into Boston. While this is not a majority of the total market, it is nevertheless a significant share. Thus, efforts (for example, "Dime Time") to increase the MBTA's ridership in this category, could make a significant contribution to the MBTA's overall traffic.

F. USAGE OF THE VARIOUS MBTA LINES

The Red Line from Cambridge, the Green and the Orange Lines are apparently used more than the Blue Line and the Red Line from Quincy (see Table 14). These differences are even more pronounced among Boston residents.

Among people who live on or outside Route 128, the Green Line is the most heavily patronized.

G. MBTA AND COMMUTER RAILROAD RIDERS--GETTING TO THE STATION

1. MBTA Riders

Overall, among MBTA riders at the six stations in question, the most common way of getting to these stations is on foot (see Table 15)--39 percent go that way, as compared with 30 percent who take the bus and 28 percent who get there by car (12 percent drive to the station and park, while 16 percent are driven).

However, the picture tends to differ from station to station--the car is used most frequently at Newton Center and Quincy Center, and least frequently at Coolidge Corner and Harvard Square. The similarities between Newton Center and Quincy Center and between Coolidge Corner and Harvard Square end there, however. Many more people at Quincy Center (where there are better parking facilities) than at Newton Center leave their cars at the station,

TABLE 14

RELATIVE USAGE OF FIVE MBTA LINES

QUESTION: *"When you ride the MBTA, which line do you use the most?"*
(Lines described to respondents)

	Red CAMBRIDGE-DORCHESTER	*Red* QUINCY	*Blue* WONDERLAND-REVERE-BOWDOIN	*Green* LECHMERE-BOSTON-CLEVELAND CIRCLE-RIVERSIDE	*Orange* EVERETT-BOSTON-FOREST HILLS	DON'T USE MBTA AT ALL	OTHER	DON'T KNOW
	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)
TOTAL BOSTON SMSA	19	8	11	20	17	12	12	1
AREA								
Live in Boston	30	2	7	20	27	1	12	1
Live Outside Boston and Inside Route 128	15	12	13	16	16	12	14	2
Live on or Outside Route 128	16	6	8	27	11	23	8	1
Work in Boston	25	9	8	24	20	4	9	1
Work Outside Boston and Inside Route 128	19	7	12	14	15	14	17	2
Work on or Outside Route 128	11	10	15	20	17	16	10	1

TABLE 15

HOW MBTA RIDERS GET TO THE STATION

QUESTION: *"How did you get to this station today--did you drive your car here and park it, were you driven, did you take a bus, did you take a streetcar, did you walk, or what?"*

	DROVE & PARKED	WAS DRIVEN	BUS	STREETCAR	WALKED	OTHER	PERCENTAGE BASE
	(%)	(%)	(%)	(%)	(%)	(%)	
Total MBTA Platform Public	12	16	30	2	39	1	(1004)
Station							
Coolidge Corner	2	3	4	2	88	1	(168)
Newton Center	13	36	5	3	42	1	(165)
Quincy Center	31	25	22	0	21	1	(165)
Forest Hills	16	17	58	0	9	0	(167)
Field's Corner	6	11	34	1	47	1	(168)
Harvard Square	4	5	59	5	26	1	(171)
Sex							
Men	16	15	29	2	37	1	(484)
Women	8	17	32	2	40	1	(518)
Age							
Under 25	12	18	27	2	40	1	(362)
25 to 29	14	21	23	3	38	1	(155)
30 to 34	16	5	33	1	43	2	(100)
35 to 44	15	13	32	3	36	1	(115)
45 and Over	8	16	39	*	36	1	(261)
Income							
Under $5,000	5	5	38	5	45	2	(80)
$5,000-$9,999	11	14	33	1	41	0	(210)
$10,000-$14,999	13	13	37	1	35	1	(241)
$15,000-$24,999	16	21	27	2	33	1	(210)
$25,000 and Over	15	24	17	1	43	0	(81)
Number of Cars in Family							
None	0	3	32	2	61	2	(187)
One	11	18	30	2	38	1	(501)
Two	21	22	32	2	22	1	(217)
Three or More	21	20	28	0	31	0	(91)

---

*Less than .5 of 1%.

whereas a considerably greater percentage at Newton Center walk. Similarly, while almost everyone getting on at Coolidge Corner walks there (as noted earlier, almost half the Coolidge Corner passengers have no car), some 6 in 10 Harvard Square passengers take the bus to the station. A similar but less pronounced contrast exists between Field's Corner and Forest Hills.

Understandably, there is a correlation between number of cars owned and income on the one hand, and getting to the station by car--those with higher incomes and two or more cars go by car more often than lower income people and those who either do not have a car or have only one.

2. Commuter Railroad Riders

The overwhelming majority (86 percent) of commuter railroad riders (at Westwood and Reading), as compared with about 3 MBTA riders in 10 at the stations noted, get to the station by car (see Table 16). Furthermore, two-thirds drive to the station and park their car there. This is far more common, however, at Westwood than at Reading, where about a quarter of the passengers walk to the station.

Also, a greater percentage of men than women "drive and park." In addition, as might be expected, the farther people are from their station, the more likely they are to drive and park--it is obviously less convenient for families living ten minutes or more from the station to drive someone to the station and pick him or her up at the end of the day, than it is for families who live closer. Besides, among those who live close to the station (less than a five-minute drive), a high percentage (43 percent) walk.

TABLE 16

HOW RAILROAD COMMUTERS GET TO THE STATION

QUESTION: *"When you take this commuter railroad line in toward Boston, how do you usually get from your home to the train station--do you drive your car to the station and park it here, are you driven, do you take the bus, do you walk, or what?"*

	Drive & Park (%)	Driven (%)	Bus (%)	Walk (%)	Other (%)	Percentage Base
Total Commuter Railroad Platform Public	66	20	0	13	1	(300)
Station						
Westwood	81	18	0	1	0	(150)
Reading	50	23	0	25	2	(150)
Sex						
Men	71	18	0	11	0	(206)
Women	53	27	0	17	3	(94)
Age						
Under 30	50	33	0	16	1	(80)
30 to 44	75	11	0	12	2	(101)
45 and Over	68	20	0	12	0	(116)
Income						
Under $15,000	72	15	0	11	2	(89)
$15,000 - $24,999	61	21	0	17	1	(115)
$25,000 and Over	73	20	0	7	0	(56)
Number of Cars Owned						
One	55	25	0	18	2	(112)
Two	78	12	0	10	0	(146)
Three or more	51	41	0	8	0	(37)
Distance from Station						
Less than 5 minute drive	28	27	0	43	2	(74)
5 to 10 minute drive	68	24	0	6	2	(96)
10 to 15 minute drive	88	12	0	0	0	(60)
More than 15 minute drive	83	16	0	1	0	(70)

III. ECONOMIC AND OTHER FACTORS AFFECTING THE SELECTION OF TRANSPORTATION MODES

In the previous section, a variety of statistics were provided about overall patterns of travel in the Boston area; this section attempts to isolate and examine some of the more important structural and economic factors which appear to have an impact on those travel patterns.

By way of introduction to this section, Table 17 provides the results of an open-end question which asked workers in the SMSA and parking garage respondents why they felt the MBTA was not used more frequently. Among the various reasons summarized in this table, two (the MBTA's service pattern, and the need for mobility among some workers) have been considered previously. Confirming the importance of these issues, the MBTA's service pattern is the most frequently cited reason for not using the MBTA more frequently among the general public--accounting for fully 35 percent of this group. Among parking garage respondents (who were interviewed in locations where the MBTA tends to have direct service) the importance of this factor was, of course, significantly less (only 6 percent). The need for mobility to carry out job-related travel ranked third among both groups of respondents, being mentioned by almost 20 percent of each group.

TABLE 17

REASONS FOR NOT USING PUBLIC TRANSPORTATION MORE FREQUENTLY

QUESTION ASKED OF THE GENERAL PUBLIC:

> *"Why don't you travel to work by public transportation--rather than by car--more often than you now do? What is it that keeps you from using public transportation more often than you do now to get to work?"*

QUESTION ASKED OF PARKING GARAGE RESPONDENTS:

> *"Why do you think people don't travel into downtown Boston by public transportation--rather than by car--more often than they do now? What is that keeps them from using public transportation more often than they do now when they travel into downtown Boston?"*

REASONS	TOTAL IN BOSTON SMSA WHO TRAVEL TO WORK BY CAR ONCE A WEEK OR MORE* (%)	PARKING GARAGE RESPONDENTS (%)
MBTA SERVICE PATTERN (No direct line to where I work; would have to go "around the world" to get there; too many changes, transfers)	35	6
TRANSIT TIME (Takes too long to go by public transportation; car is quicker)	20	23
MOBILITY (Need the car for work; my job requires a car; car makes you independent; you don't have to wait when you go by car)	19	18
ACCESSIBILITY (Public transportation is too far away; too long a walk; not close to my home; no service near me)	16	18
ADEQUACY OF SCHEDULES (Public transportation doesn't run often enough; early enough; late enough--e.g., stops before I finish work, starts after I have to leave for work)	12	14
RELIABILITY OF SCHEDULES (Public transportation (MBTA) schedules are not met; doesn't run on time; service is irregular)	*	8
UNPLEASANT CONDITIONS ON MBTA (Public transportation is too crowded; too much crime on public transportation; equipment is in poor condition; no air conditioning; too hot; too noisy; equipment not safe; employees are rude, discourteous; poorly lit)	6	46
CAR MORE DIRECT, CONVENIENT, COMFORTABLE (Car is door-to-door; right in the driveway; I live just a short drive from work; prefer the privacy and comfort of a car; don't have to walk)	11	13
COST OF PUBLIC TRANSPORTATION (Public transportation is too expensive; cheaper to drive)	5	5
ALL OTHER REASONS (MBTA doesn't publish its schedules; don't know when the trains and buses run; lack of parking facilities at MBTA stops; have a company car)	7	7

*Less than .5 percent.

In addition to these reasons, several other important factors emerge from Table 17; these include economic and structural factors such as accessibility, transit time, adequacy and reliability of schedules, and cost--which are mentioned by roughly the same proportion of respondents in each group. These factors are considered in more detail in this section; attitudes about conditions on the MBTA, which was an especially important factor to parking garage respondents, are considered in Section IV.

A. ACCESS TO PUBLIC TRANSPORTATION

Table 18 makes it clear that accessibility is a factor in MBTA usage--there is a definite correlation between how far people live from public transportation and whether or not they take the MBTA to work.

Among all Greater Boston respondents who work, about half (47 percent) live less than a five-minute walk from the closest public transportation, a quarter (25 percent) are a five- to ten-minute walk away and a quarter (26 percent) have more than a ten-minute walk. However, among those who don't use the MBTA at all, fully 43 percent have more than a ten-minute walk. Moreover, the percentage who live that far away is twice as high (27 percent) among those who do not always travel to work by MBTA as it is among those who do (14 percent).

TABLE 18

DISTANCE TO NEAREST MEANS OF PUBLIC TRANSPORTATION
(General Public)

QUESTION: *"From where you live, how long a walk is it to the nearest means of public transportation--less than 5 minutes, 5 to 10 minutes, or more than 10 minutes?"*

	WALKING DISTANCE				
RESPONDENT CATEGORY	LESS THAN 5 MINUTES (%)	5 TO 10 MINUTES (%)	MORE THAN 10 MINUTES (%)	DON'T KNOW (%)	PERCENTAGE BASE (%)
TOTAL IN BOSTON SMSA WHO ARE EMPLOYED FULL OR PART TIME	47	25	26	2	(490)
AREA					
Live in Boston	63	30	5	2	(114)
Live outside Boston and inside Rte. 128	53	23	22	2	(268)
Live on or outside Rte. 128	16	24	56	4	(108)
Work in Boston	50	30	19	1	(191)
Work outside Boston and inside Rte. 128	49	22	28	1	(162)
Work on our outside Rte. 128	42	20	32	6	(117)
Inner Ring (Boston, Cambridge, Chelsea, Everett, Revere, and Somerville)	63	27	7	3	(184)
Others	37	24	37	2	(306)
Original 14 Cities & Towns*	61	26	10	3	(252)
Others	32	24	42	2	(238)
INCOME					
Under $10,000	47	27	20	6	(111)
$10,000-$14,999	52	21	25	2	(162)
$15,000 and over	43	25	31	1	(157)
MBTA LINE RIDE MOST FREQUENTLY					
Red	55	24	19	2	(139)
Blue	51	21	26	2	(57)
Green	40	29	29	2	(96)
Orange	44	30	21	5	(84)
Don't use MBTA at all	29	26	43	2	(49)
FREQUENCY OF TAKING MBTA TO WORK					
Less than five times per week	46	25	27	2	(431)
Five or more times per week	57	26	14	3	(58)
FREQUENCY OF DRIVING TO WORK					
Less than five times per week	53	27	17	3	(195)
Five or more times per week	44	24	30	2	(289)

---

*Arlington, Belmont, Boston, Brookline, Cambridge, Chelsea, Everett, Malden, Medford, Newton, Revere, Somerville, and Watertown.

Also evident from Table 18 is that the farther out from Boston that people live, the less likely they are to be very near public transportation. On this score, people who live outside Boston tend to be more affluent than those who live in the City, which may explain why those in the higher income brackets generally live farther from public transportation than do those at the low end of the income scale.

Three-quarters of the Boston area working public cite the bus as the form of public transportation nearest their home (see Table 19). For many people, though, starting out on the bus to get to work probably means transferring along the way to either rapid transit or the streetcar. This prospect may not be too attractive. Fully 41 percent[1] of those who generally take the MBTA to work live nearest to a streetcar or rapid transit station and (presumably) do not have to transfer. By contrast, only 13 percent of those who do not regularly take the MBTA have such a station near by (Table 19).

---

[1] Among those interviewed at platforms, this figure increases to 49 percent (Table 22).

TABLE 19

MODE OF NEAREST PUBLIC TRANSPORTATION
(General Public)

QUESTION: *"Is this (nearest means of public transportation) a bus, streetcar, rapid transit train, commuter railroad train, or what?*

	MODE OF NEAREST TRANSPORTATION					
RESPONDENT CATEGORY	BUS (%)	STREETCAR (%)	RAPID TRANSIT TRAIN (%)	COMMUTER RAILROAD (%)	DON'T KNOW (%)	PERCENTAGE BASE (%)
TOTAL IN BOSTON SMSA WHO ARE EMPLOYED FULL OR PART TIME AND WHO ARE ABLE TO SAY HOW FAR THEY LIVE FROM NEAREST PUBLIC TRANSPORTATION	74	7	10	8	1	(478)
AREA						
Live in Boston	71	11	17	1	0	(113)
Live outside Boston and inside Rte. 128	77	8	9	5	1	(261)
Live on or outside Rte. 128	71	1	2	22	4	(104)
Inner Ring (Boston, Cambridge, Chelsea, Everett, Revere, and Somerville)	73	10	16	1	0	(178)
Others	74	6	6	12	2	(300)
Original 14 Cities and Towns**	73	14	13	*	*	(244)
Others	76	*	6	16	2	(234)
MBTA LINE RIDE MOST FREQUENTLY						
Red	73	7	18	1	1	(136)
Blue	87	0	11	2	0	(56)
Green	57	21	8	13	1	(94)
Orange	80	4	6	9	1	(80)
Don't use MBTA at all	71	2	2	21	4	(48)
DISTANCE FROM NEAREST MEANS OF PUBLIC TRANSPORTATION						
Less than 5 minutes	81	9	7	3	0	(230)
5 to 10 minutes	71	7	12	8	2	(122)
More than 10 minutes	64	5	11	17	3	(125)
FREQUENCY OF TAKING MBTA TO WORK						
Less than five times per week	77	6	7	9	1	(422)
Five or more times per week	57	16	25	2	0	(56)
FREQUENCY OF DRIVING TO WORK						
Less than five times per week	63	14	16	7	0	(190)
Five or more times per week	82	3	5	8	2	(283)

---

*Less than .5 of 1 percent.

**Arlington, Belmont, Boston, Brookline, Cambridge, Chelsea, Everett, Malden, Medford, Newton, Revere, Somerville, and Watertown.

As shown in Tables 20, 21, and 22, the MBTA platform, Boston parking garage, and commuter railroad platform studies tend to confirm the correlation between access to public transportation and its usage. Table 20, for example, shows the walking times to the nearest means of transportation reported by MBTA platform and parking garage respondents. Here, fully 46 percent of the MBTA platform respondents lived within a five-minute walk of the nearest public transportation, as compared to about half as many (24 percent) of the parking garage respondents.

Table 21 provides similar data for commuter railroad respondents, and shows that only 25 percent lived within a five-minute drive of the rail station, while fully 43 percent lived ten minutes or more away (by car). In this case, commuter rail stations would appear to be considerably less accessible for rail users than are MBTA stations for their users. However, it must be remembered that most rail users (66 percent, as reported earlier in Table 16) get to the station by car and park. Thus, it would appear that accessibility is less important when one has the option to drive to a station and park there. This option, of course, is subject to two conditions. First, the rider must have a car available to leave at the station; second, there must be adequate parking at the station. Clearly, these two conditions are more prevalent for commuter rail users than for the typical MBTA rider. However, among those who do have cars available (that is, people who are currently driving to work), this finding would suggest that increased availability of parking at MBTA stations would tend to overcome the accessibility problem. This inference is reinforced by the respondents at the Quincy MBTA station, where parking is

TABLE 20

DISTANCE TO NEAREST PUBLIC TRANSPORTATION
(MBTA Platform and Parking Garage Respondents)

QUESTION: *"From where you live, how long a walk (drive) is it to the nearest MBTA bus, streetcar, or rapid transit train stop--less than 5 minutes, 5 to 10 minutes, or more than 10 minutes?"*

	WALKING TIME TO NEAREST STATION				
RESPONDENT CATEGORY	LESS THAN 5 MIN.	5 TO 10 MIN.	MORE THAN 10 MIN.	DON'T KNOW	PERCENTAGE BASE
	(%)	(%)	(%)	(%)	
TOTAL MBTA PLATFORM PUBLIC	46	32	21	1	(1004)
STATION					
Coolidge Corner	49	45	6	0	(168)
Newton Center	29	33	37	1	(165)
Quincy Center	37	24	38	1	(165)
Forest Hills	59	27	13	1	(167)
Field's Corner	45	31	24	0	(168)
Harvard Square	55	32	12	1	(171)
TIME TO DOWNTOWN BOSTON BY MBTS FOR PLATFORM PUBLIC					
15 minutes or less	58	31	11	0	(99)
16-30 minutes	51	31	18	*	(456)
31-40 minutes	38	40	21	1	(181)
41-59 minutes	42	33	24	1	(179)
60 minutes or more	30	25	45	0	(80)
TOTAL PARKING GARAGE PUBLIC	24	22	52	2	(996)
TIME TO BOSTON BY PUBLIC TRANSPORTATION FOR PARKING GARAGE RESPONDENTS					
20 minutes or less	47	37	15	1	(76)
21 to 30 minutes	38	36	26	0	(116)
31 to 40 minutes	30	25	44	1	(112)
41 to 59 minutes	21	27	51	1	(222)
60 to 89 minutes	17	16	66	1	(253)
90 minutes or more	11	12	72	5	(129)

TABLE 21

DRIVING TIME TO COMMUTER RAILROAD STATION

QUESTION: *"How long a drive is this station from where you live--less than 5 minutes, 5 to 10 minutes, 10 to 15 minutes, or more than 15 minutes?"*

RESPONDENT CATEGORY	DRIVING TIME TO STATION Less Than 5 Minutes (%)	5 to 10 Minutes (%)	10 to 15 Minutes (%)	More Than 15 Minutes (%)	Percentage Base
Total Commuter Railroad Public	25	32	20	23	(300)
Station					
Westwood	11	36	21	32	(150)
Reading	38	29	19	14	(150)
Income					
Less than $15,000	17	34	17	32	(89)
$15,000 - $24,999	30	28	19	23	(115)
$25,000 or Mover	23	32	27	18	(56)
How Get to Station					
Drive and Park	11	33	27	29	(197)
Driven	33	38	11	18	(61)
Walk	82	15	0	3	(39)

TABLE 22

TYPE OF TRANSPORTATION WHICH IS NEAREST
(MBTA Platform and Parking Garage Respondents)

QUESTION: *"Is this (the nearest station) a bus, streetcar, rapid transit train, commuter railroad, or what?"*

RESPONDENT CATEGORY	BUS	STREETCAR	RAPID TRANSIT	COMMUTER R.R., OTHER	DON'T KNOW	PERCENTAGE BASE
	(%)	(%)	(%)	(%)	(%)	
TOTAL MBTA PLATFORM PUBLIC WHO ARE ABLE TO SAY HOW FAR THEY LIVE FROM NEAREST MBTA STOP	51	31	18	0	*	(999)
STATION						
Coolidge Corner	8	90	2	0	0	(168)
Newton Center	20	77	3	0	0	(163)
Quincy Center	70	0	29	0	1	(164)
Forest Hills	87	2	10	*	1	(166)
Field's Corner	48	1	50	0	1	(168)
Harvard Square	73	15	11	1	0	(170)
DISTANCE TO NEAREST MBTA STATION						
Less than 5-minute walk	66	25	9	0	*	(459)
5- to 10-minute walk	39	41	20	0	0	(323)
More than 10-minute walk	38	27	33	1	1	(217)
TOTAL PARKING GARAGE PUBLIC WHO ARE ABLE TO SAY HOW FAR THEY LIVE FROM NEAREST PUBLIC TRANSPORTATION	57	11	12	19	1	(975)
DISTANCE TO NEAREST MBTA STATION						
Less than 5-minute Walk	68	14	11	7	*	(235)
5- to 10-minute Walk	62	15	13	10	0	(220)
More than 10-minute Walk	50	8	12	28	2	(520)

*Less than .5 percent.

available. These riders (Table 20) have relatively low accessibility and yet, with parking available, they still use the MBTA.

Table 22 provides data on the type of public transportation which was nearest for both MBTA platform and parking garage respondents. This data tends to confirm the observation made earlier about the unattractiveness of transferring from bus to streetcar or rapid transit. Specifically, while 49 percent of the platform respondents lived nearest to a streetcar or rapid transit station, less than half as many (23 percent) of the parking garage respondents lived nearest to such a station.

B. TRAVEL TIME

As noted at the beginning of this section, travel time was a key factor cited by many respondents as a reason for not using the MBTA more often. Table 23 provides comparative data on travel times reported by members of the working public, and shows that, overall, the MBTA tends to be at a disadvantage in this regard. Specifically, 81 percent of the working public reported that they could get to work by car in 30 minutes or less, as opposed to only 34 percent who could get to work in the same amount of time by public transportation. Also of significance in Table 23 is the fact that fully 23 percent (or almost one-quarter) of the working public

TABLE 23

TRAVEL TIME: PUBLIC TRANSPORTATION VERSUS AUTOMOBILE
(General Public)

QUESTION: "Approximately how long does it take you to get to work by public transportation (by car)?"

RESPONDENT GROUP*	TRAVEL TIME 15 MIN. OR LESS	 16-30 MIN.	 31-45 MIN.	 OVER 45 MIN.	 DON'T KNOW	PERCENTAGE BASE
	(%)	(%)	(%)	(%)	(%)	
BY PUBLIC TRANSPORTATION:						
TOTAL	13	21	16	27	23	(490)
TIME TO WORK BY CAR						
15 minutes or less	24	27	12	10	27	(237)
16 to 30 minutes	3	19	20	43	15	(163)
More than 30 minutes	1	10	20	55	14	(71)
BY CAR:						
TOTAL	48	33	10	5	4	(490)
TIME TO WORK BY PUBLIC TRANSPORTATION						
15 minutes or less	87	8	2	0	3	(64)
16 to 30 minutes	64	29	4	3	0	(105)
31 to 59 minutes	32	45	14	7	2	(94)
60 minutes or more	18	52	20	8	2	(117)

*Base = 490 respondents who were employed full time or part time.

were unable to estimate how long it would take them to get to work by public transportation. Presumably, this would indicate that quite a few people either cannot get to work by public transportation, or that they have never tried to do so.

Table 24 suggests that there is a definite correlation between the time it takes to get to work by MBTA and MBTA usage. For example, among MBTA riders interviewed at MBTA platforms, more than half (55 percent) said they could get from home to downtown Boston in 30 minutes or less by car; however, the same percentage (55 percent) said they could get there that quickly by MBTA. On the other hand, among automobile users interviewed at the parking garages, 53 percent take 30 minutes or less to get from home to downtown Boston by car; however, only 19 percent said they could get there that fast by MBTA. The implications of these findings might be summarized as follows.

- For many MBTA riders, travel time by MBTA is virtually the same as travel time by car. This suggests that, when travel times are equal, many people are willing to use the MBTA.

- On the other hand, travel times for parking garage respondents were significantly better for automobile travel than for the MBTA. Thus, among commuters for whom the MBTA proves to be slower than the car, it would appear that automobile travel is preferred.

TABLE 24

TRAVEL TIME: PUBLIC TRANSPORTATION VERSUS AUTOMOBILE
(MBTA Platform and Parking Garage Respondents)

QUESTION: "Approximately how long does it take (would it take) to get from your home to downtown Boston by MBTA (by car)?"

RESPONDENT GROUP	15 MIN. OR LESS (%)	16-30 MIN. (%)	31-45 MIN. (%)	OVER 45 MIN. (%)	DON'T KNOW (%)	PERCENTAGE BASE
BY MBTA:						
TOTAL MBTA PLATFORM	10	45	32	12	1	(1004)
STATION						
Coolidge Corner	17	65	14	3	1	(168)
Newton Center	1	30	55	13	1	(165)
Quincy Center	4	46	33	17	0	(165)
Forest Hills	4	32	46	17	1	(167)
Field's Corner	17	56	18	8	1	(168)
Harvard Square	15	45	23	16	1	(171)
TOTAL PARKING GARAGE	3	16	26	46	9	(996)
BY CAR:						
TOTAL MBTA PLATFORM	13	42	23	13	9	(1004)
STATION						
Coolidge Corner	41	39	8	0	12	(168)
Newton Center	9	47	32	5	7	(165)
Quincy Center	1	28	33	37	1	(165)
Forest Hills	3	48	26	14	9	(167)
Field's Corner	16	45	14	13	12	(168)
Harvard Square	9	45	23	10	13	(171)
TOTAL PARKING GARAGE	14	39	28	18	1	(996)

These conclusions are reinforced by the data in Table 25 which compares travel time by MBTA and car for various groups of respondents. Here, it can be seen that the automobile takes less time than the MBTA for only 29 percent of the MBTA riders interviewed at platforms, but is faster for over two-thirds (69 percent) of those interviewed at parking garages. Significantly, on the average, comparative advantage of the auto reported by the working public is almost identical to that reported by parking garage respondents--a fact which, in large measure, may account for the high proportion of regular automobile users in the general public (59 percent, as reported in Section II earlier, as opposed to only 12 percent regular MBTA ridership).

Table 26 completes the analysis of travel time by showing comparative times for commuter rail, MBTA, and automobile among commuter railroad respondents. Not surprisingly, commuter rail is perceived to be the fastest method for this group, with 71 percent saying they can get to work in 45 minutes or less via that method. Commuter rail is followed by automobile, with 59 percent saying they can get to work that way within 45 minutes; the MBTA (with only 22 percent who can travel that way in less than 45 minutes) suffers by comparison. The very poor showing of the MBTA among this group of respondents takes on additional significance when compared to the finding (Table 11, Section II) that far more commuter rail users (21 percent) use the automobile as an alternative than use the MBTA as an alternative (4 percent).

TABLE 25

SUMMARY: TRAVEL TIME ADVANTAGES OF AUTOMOBILE VERSUS PUBLIC TRANSPORTATION

RESPONDENT GROUP, TRAVEL TIME BY MBTA	LESS TIME	ABOUT THE SAME AMOUNT	MORE TIME	DON'T KNOW	PERCENTAGE BASE**
	(%)	(%)	(%)	(%)	
GENERAL PUBLIC*					
15 minutes or less	--	87	10	3	(64)
16 - 30 minutes	64	29	7	0	(105)
More than 30 minutes	87	6	5	2	(211)
Average, All Respondents	66	26	6	2	(380)
MBTA PLATFORM RESPONDENTS					
15 minutes or less	--	26	61	13	(99)
16 - 30 minutes	16	50	26	8	(456)
More than 30 minutes	50	33	8	9	(441)
Average, All Respondents	29	40	22	9	(996)
PARKING GARAGE RESPONDENTS					
30 minutes or less	31	51	17	1	(192)
31 - 60 minutes	74	19	6	1	(336)
More than 60 minutes	84	15	1	*	(382)
Average, All Respondents	69	24	6	1	(910)

*Those who were employed full time or part time.

**Based on those who were able to estimate their time by MBTA.

TABLE 26

COMPARATIVE TRAVEL TIMES FOR COMMUTER RAILROAD RESPONDENTS

QUESTION: "Approximately how long does it (would it) take you by this commuter railroad line (by MBTA, by car) to get from your home to where you typically go when you use this commuter railroad line?"

RESPONDENT CATEGORY	30 MIN. OR LESS (%)	31-45 MIN. (%)	46-60 MIN. (%)	MORE THAN 60 MIN. (%)	DON'T KNOW (%)	PERCENTAGE BASE
BY COMMUTER RAILROAD						
TOTAL	34	37	9	20	*	(300)
STATION						
Westwood	37	37	7	19	*	(150)
Reading	31	37	11	21	0	(150)
BY MBTA						
TOTAL	5	17	8	37	33	(300)
STATION						
Westwood	5	15	7	43	30	(150)
Reading	5	19	10	30	36	(150)
BY CAR						
TOTAL	17	42	7	32	2	(300)
STATION						
Westwood	9	47	6	36	2	(150)
Reading	25	39	7	28	1	(150)

*Less than .5 percent.

C. TRAVEL COSTS

Estimated Commuting Costs--Parking Garage and Commuter Rail Respondents

Parking garage and commuter rail respondents were asked to estimate their travel costs, and the results of these questions are interesting in several respects. Table 27 provides data on the estimates given by parking garage respondents for total roundtrip costs, parking costs, and tolls, together with a breakdown of the actual costs calculated (at 12 cents per mile) for these respondents based on their reported mileage.

In comparing the first and last lines of Table 27, it appears that, in total, the total costs estimated by parking garage respondents and their calculated costs based on mileage are roughly comparable. For example, the calculated cost for these respondents was at least $2.72 for more than half (58 percent), while about 47 percent estimated their costs at $3 or more.

However, this slight tendency for respondents to underestimate their costs in relation to their calculated actual costs takes on additional significance in view of two key points. First, the components of respondents' estimates were not uniform--for example, some respondents included parking and tolls in their estimate as well as operating costs (mileage). This occurred because, in an effort to gain actual respondent perceptions about total costs, respondents were not prompted to either include or exclude parking and tolls in making their estimates. Thus, if respondents had been asked to specifically exclude these items, the tendency to underestimate travel costs would have been significantly greater.

TABLE 27

ESTIMATED TRAVEL COSTS
(Parking Garage Respondents)

QUESTION: *"About how much would you say it costs you roundtrip (to park, in tolls) each day that you go to downtown Boston by car?"*

ESTIMATED ROUNDTRIP COSTS

	NOTHING, EMPLOYER PAYS, DON'T USE OWN CAR (%)	LESS THAN $1.00 (%)	$1- $1.99 (%)	$2- $2.99 (%)	$3- $3.99 (%)	$4. $4.99 (%)	$5 OR MORE (%)	DON'T KNOW (%)	PERCENTAGE BASE
TOTAL PARKING GARAGE PUBLIC	6	10	13	20	19	10	18	4	(996)

ESTIMATED PARKING COSTS

	Nothing (%)	$1.50 or Less (%)	$1.51- $2.00 (%)	$2.01- $2.50 (%)	$2.51- $3.00 (%)	$3.01- $4.00 (%)	More Than $4.00 (%)	No Answer (%)	Percentage Base
TOTAL PARKING GARAGE PUBLIC	24	12	34	12	4	10	3	1	(996)

ESTIMATED TOLLS

	Nothing (%)	Less Than 50 cents (%)	51 cents- $1.00 (%)	$1.01- $1.50 (%)	More Than $1.50 (%)	Percentage Base
TOTAL PARKING GARAGE PUBLIC	68	11	8	10	3	(996)

ROUNDTRIP MILEAGE/CALCULATED COST

	Less Than 10 ($0-1.08) (%)	10-20 ($1.20-2.40) (%)	21-30 ($2.72-3.60) (%)	31-50 ($3.72-6.00) (%)	More Than 50 (Over $6) (%)	Don't Know (%)
TOTAL PARKING GARAGE PUBLIC	19	22	19	17	22	1

The second point which needs to be kept in mind is that the overall comparability of the estimate with the calculated figures is the net result of both overestimation and underestimation by respondents. This becomes clear in the analysis below, which compares estimated and calculated costs.

	TOTAL PARKING GARAGE RESPONDENTS ACTUAL COST BASED ON 12¢ PER MILE						
COST ESTIMATED BY RESPONDENT...	Less Than $1 (%)	$1-1.99 (%)	$2-2.99 (%)	$3-3.99 (%)	$4-4.99 (%)	$5 or More (%)	PERCENTAGE BASE
Nothing	66	15	10	2	7	--	(59)
Less than $1	39	24	28	8	1	--	(103)
$1-1.99	30	25	30	11	4	--	(133)
$2-2.99	12	21	56	9	1	1	(201)
$3-3.99	5	8	57	25	4	1	(192)
$4-4.99	4	11	26	49	9	1	(99)
$5 or more	3	6	17	38	26	10	(176)

As the above analysis suggests, it apparently costs many drivers more than they think to commute to Boston by car. This is especially true for people who think it costs them less than $2 per day. For example, 34 percent of those who think it costs them nothing, actually pay more than $1; 61 percent of those who think their cost is less than a dollar actually pay more than this amount; and 45 percent of those who think they pay between $1 and $2 actually pay more than they think.

The implication of these results is that many of the parking garage respondents underestimate their travel costs in relation to the $.12 per mile cost which is generally used to estimate auto operating costs by transportation experts. Presumably, to the extent that the true costs of automobile travel could be publicized to such drivers, the MBTA might become a more attractive alternative.

Another observation in Table 27 is that almost one-quarter (24 percent) of the parking garage respondents paid nothing to park. This was because their employers subsidized their parking fees. A separate analysis showed this situation to be especially common at the private garages (Center Plaza and Prudential) where an average of 39 percent received subsidized parking.

Finally, Table 27 shows that a majority of parking garage respondents live within 15 miles of Boston. This finding would seem to refute any possible hypothesis that most people who work in Boston live too far out to be attracted by good, fast public transportation. Obviously, this is something which might be well for the MBTA to point out to the public.

The cost of transportation for commuter rail users was generally less than that estimated by parking garage respondents. Specifically, only 11 percent of the commuter rail riders reported a cost of $3 or more per roundtrip, as opposed to more than four times as many (47 percent) of the parking garage respondents who, by their own estimates, paid this amount. Since auto and rail travel times are not dramatically different for these respondents (see Table 26), and because the majority have cars available (most drive to the rail station and park), it would seem reasonable to infer that lower cost is a factor in choosing rail over car among these respondents.

Possible Impact on Auto Commuters of Substantial Increases in Gasoline and Parking Costs

As Table 28 shows, the possibility of the price of gasoline going to 65 cents per gallon, with the current energy crisis, this may currently be more likely than it was at the time the study was conducted) apparently would have some, but by no means massive, impact on commuting patterns. Some 23 percent of those in the Boston SMSA who drive to work at least once a week say that if the price of gas were to jump that much, they would either drive to work less often, stop going by car, or simply look for work closer to home. However, this 23 percent may be somewhat misleading--only 5 percent say they would stop going to work by car altogether.

TABLE 28

IMPACT OF HIGHER GASOLINE PRICES

QUESTION: *"Suppose within the next few months the price of gasoline went up to 65 cents a gallon--would you still go to work by car as often as you do now, would you go to work by car less often, would you stop going to work by car altogether, or would you simply look for work closer to home?"*

	PROJECTED IMPACT					
RESPONDENT CATEGORIES	AS OFTEN AS NOW	LESS OFTEN	STOP GOING BY CAR	LOOK FOR WORK NEARER HOME OR STOP GOING TO BOSTON	OTHER, NO OPINION	PERCENTAGE BASE
	(%)	(%)	(%)	(%)	(%)	
TOTAL IN BOSTON SMSA WHO DRIVE TO WORK ONCE A WEEK OR MORE	73	14	5	4	4	(370)
FREQUENCY OF DRIVING TO WORK						
Between one and five times per week	57	18	8	4	13	(76)
Five or more times per week	78	13	4	3	2	(289)
TOTAL PARKING GARAGE PUBLIC	71	14	10	2	3	(996)
WAY GO WHEN DON'T GO BY CAR						
MBTA	63	19	12	1	5	(196)
Commuter Railroad	62	17	15	5	1	(96)
Always go by car	80	11	6	2	1	(515)

Actually for people who drive to work in Boston, the impact could conceivably be somewhat greater--10 percent of the parking garage respondents say that they would stop driving to work if gasoline went up to 65 cents per gallon. This 10 percent figure could conceivably go higher, if at the same time that gasoline was going up, "dime time" was being extended to as early as perhaps 9:00 A.M. This inference takes on greater significance from the fact that occasional drivers (those who travel less than five times per week by car), and those who used the MBTA as an alternative were less likely than average to maintain their driving frequency in the face of higher gasoline prices.

To no great surprise, a separate analysis of the data in Table 28 showed that higher gasoline prices would have greater influence on people with annual incomes of less than $10,000 than on those earning more. The same was also the case for young versus older people.

Table 29 provides a similar analysis of the possible impact of a parking surtax in Boston. The idea of a $5-per-day parking surtax in Boston would seemingly have a much greater effect on commuter driving habits than the prospect of paying 20 cents more per gallon of gasoline. Some 44 percent of those in the Boston SMSA who drive to work in Boston once a week or more say that if this were to happen they would either drive less often, stop driving altogether or look for work closer to home. More important, 19 percent say they would stop going by car altogether.

TABLE 29

IMPACT OF PARKING SURTAX

QUESTION: *"It has been proposed that for cars parking in Boston, a tax of $5 per day be added to the regular parking fee. Suppose this were to happen--would you still go to work by car as often as you do now, would you go to work by car less often, would you stop going to work by car altogether, or would you simply look for work close to home?"*

RESPONDENT CATEGORY	PROJECTED IMPACT: AS OFTEN AS NOW	LESS OFTEN	STOP GOING BY CAR	LOOK FOR WORK NEARER HOME OR STOP GOING IN ALTOGETHER	DON'T WORK IN BOSTON	NO OPINION	PERCENTAGE BASE
	(%)	(%)	(%)	(%)	(%)	(%)	
TOTAL IN BOSTON SMSA WHO DRIVE TO WORK ONCE A WEEK OR MORE	21	8	9	4	53	5	(370)
TOTAL WHO DRIVE TO WORK ONCE A WEEK OR MORE AND WORK IN BOSTON	45	17	19	8	--	11	(174)
FREQUENCY OF DRIVING TO WORK							
Less than five times per week	20	9	16	8	37	10	(76)
Five or more times per week	22	7	7	4	57	3	(289)

	AS OFTEN AS NOW	LESS OFTEN	STOP GOING BY CAR	STOP GOING IN ALTOGETHER	DON'T DRIVE IN MY CAR, DON'T KNOW	PERCENTAGE BASE
	(%)	(%)	(%)	(%)	(%)	
TOTAL PARKING GARAGE PUBLIC	42	19	27	8	4	(996)
WAY GO WHEN DON'T GO BY CAR						
MBTA	26	25	38	7	4	(296)
Commuter Railroad	37	13	37	10	3	(96)
Always go by car	51	18	20	9	2	(515)
SUPPOSE GAS WENT UP TO 65¢ PER GALLON . . .						
Would drive in as often as now	55	16	20	7	2	(704)
Would drive in less often	10	44	37	8	1	(143)
Would stop driving in	5	13	75	6	1	(97)

These percentages are quite consistent with the results of the parking garage interviews, except that those interviews show a somewhat higher percentage (27 percent) who would stop driving to work. In a case such as this, the parking garage results, because of the large sample size, would be the better source of information.

	Total in Boston SMSA Who Drive to Work in Boston Once a Week or More	Total Parking Garage Public
	(%)	(%)
Would drive in as often as now	45	42
Would drive less often	17	19
Would stop going by car altogether	19	27
Look for work nearer home	8	8
No Opinion	11	4

Table 29 also confirms the observation made with respect to Table 28 that occasional drivers and those who use the MBTA as an alternative are more likely to change their behavior in the face of increased costs of taking their car to Boston.

Finally, as in the instance of the 20-cents-per-gallon surtax, a separate analysis of the data in Table 29 showed that the parking surtax has more impact on lower than upper income people.

D. CHOICE VERSUS NECESSITY

The preceding parts of this section have analyzed factors contributing to the selection of travel methods under the implicit assumption that all travelers do indeed have the option to compare accessibility, travel time, and cost among various modes and then choose the one which was superior in these respects. Clearly, however, this option is not open to all commuters and this, in large measure, may account for the fact that not all commuters appear to regularly use the fastest, cheapest, or most accessible mode.

The data provided below puts this issue in perspective by showing the proportion of MBTA and commuter rail riders who reported traveling via those modes by choice as compared to traveling those ways by necessity.

	GO BY MBTA...	
	Because Have to (%)	By Choice (%)
Total MBTA Platform Public	54	46

	GO BY COMMUTER RR VS. CAR...	
	Because Have to (%)	By Choice (%)
Total Commuter RR Public	12	88

	GO BY COMMUTER RR VS. MBTA...	
	Because Have to (%)	By Choice (%)
Total Commuter RR Public	39	61

For a majority of MBTA platform respondents, taking the MBTA into Boston is a matter of necessity--they have no other way of going. Commuter railroad platform respondents are another matter, however--they tend to go that way by choice, particularly versus the auto and to a lesser extent versus the MBTA.

Cost may be one reason why the percentage of commuter railroad respondents who choose the railroad over the car is quite a bit higher than the percentage who choose the railroad over the MBTA. Among commuter railroad respondents who estimate their daily roundtrip cost to be $2 or less, a special analysis of the data provided above showed a greater tendency to go that way (as opposed to the railroad) by choice than there is among those who figure their daily cost is more than $2.50.

To summarize, the preceding analysis of factors affecting the selections of transportation modes must be tempered by the understanding that not all commuters have a free choice in making their selection. Certainly, when a choice can be exercised these factors have considerable influence (as the preceding example regarding commuter rail costs illustrates). Furthermore, public attitudes and perceptions can have a significant impact on choice, when available, as will be considered in Section IV following.

IV. ATTITUDES ABOUT PUBLIC TRANSPORTATION AND THEIR IMPACT ON TRAVEL PATTERNS

In the introduction to the previous section, it was noted that attitudes about conditions on the MBTA were cited by many people--especially regular automobile users, as represented by the parking garage respondents--as a reason for not using the MBTA more frequently. In this section, the nature, prevalence and importance of such attitudes are examined in more detail.

A. PUBLIC PERCEPTION OF THE SERIOUSNESS OF PROBLEMS FACING THE MBTA

Respondents from the Boston SMSA general public study, the MBTA platform, and the parking garage respondents were asked to evaluate the seriousness of 11 problems facing the MBTA, and the results of these questions are summarized in Table 30.

As this table shows, there was considerable consistency in the way all three groups evaluated these problems. Overcrowding, for example, appears to be the dominant issue for all three groups, being considered a "very serious" problem by about half the respondents in each category. "Slow service" ranks second in seriousness

TABLE 30

QUESTION: *"Next, I'm going to read you some things about the MBTA. For each one please tell me whether you consider it to be a very serious problem, a fairly serious problem, or not much of a problem at all . . .?"*

	CONSIDER VERY SERIOUS PROBLEM . . .			
	Boston SMSA General Public		MBTA Platform Public	Parking Gara Public
	Total (%)	Work in Boston (%)	(%)	(%)
Overcrowding on MBTA buses, streetcars and rapid transit trains	39	48	55	51
Crime on MBTA buses, streetcars, and rapid transit trains	39	35	27	30
Dirty and rundown buses, streetcars, and rapid transit trains	37	38	34	36
Lack of air conditioning on MBTA buses, streetcars, and rapid transit trains	28	35	37	37
Not knowing when and how often the buses and trains run	27	28	*	*
Unsafe conditions on the MBTA	27	26	31	29
The waiting time between buses, rapid transit trains, or streetcars	26	28	*	*
Rising MBTA fares	24	20	21	9
The distance people have to travel to get to an MBTA bus, streetcar, or rapid transit train	21	16	*	*
Slow MBTA service--taking too long to get where you're going	20	26	37	42
Racial tensions on MBTA buses, streetcars, and rapid transit trains	13	17	*	*
PERCENTAGE BASE	(800)	(191)	(1,004)	(996)

---

*MBTA Platform and Parking Garage respondents were not asked about this item.

for both the MBTA platform and the parking garage respondents, but is a closer second among the latter group. This reinforces the conclusion reported earlier that slow MBTA service seems to be an important factor in turning people toward commuting by car.

Even so, however, one might still ask why slow service--which is almost as important to MBTA riders as to automobile users--is not a deterrent to such riders using the MBTA. The answer in this case appears to be related to the "choice versus necessity" issue discussed earlier. That is, MBTA platform respondents may feel just as strongly about various MBTA problems as do other groups, but they simply have no other way to go. This can be seen in the following analysis.

	CHOICE VERSUS NECESSITY AMONG MBTA PLATFORM RESPONDENTS		
RESPONDENT CATEGORY	TRAVEL BY NECESSITY	TRAVEL BY CHOICE	PERCENTAGE BASE
	(%)	(%)	
Total MBTA Platform Public	54	46	(1004)
Slow MBTA Service			
Rated "very serious"	70	30	(370)
Others	44	56	(634)
Overcrowding			
Rated "very serious"	64	36	(550)
Others	41	59	(454)

Here, it can be seen that, while an overall average of 46 percent take the MBTA by choice, only 30 percent of those who consider slow service to be a very serious problem ride by choice, as do only 36 percent of those who consider overcrowding a serious problem.

The suspicion that necessity forces people to take the MBTA despite their concern about various problems is reinforced by Table 31, which compares peoples' ratings of various problems on a station-by-station basis, and considers the choice versus necessity question in the same way.

In this table, for example, it can be seen that Coolidge Corner respondents and, to a lesser extent, those at Field's Corner complain most about the seven problems in question. As a result, given the analysis suggested above, it is not surprising that above-average percentages of both groups say they ride the MBTA out of necessity rather than by choice.

The foregoing analysis has shown that regular MBTA riders are as concerned about the seriousness of various problems as are those who ride the MBTA less frequently or not at all. Thus, it is difficult to tell which problems, if any, tend to be the strongest deterrents to MBTA use. Ordinarily, for example, one would expect deterrents to be more prevalent among non-riders; however, for the reasons given above, this is not the case in this situation. However, by examining both riders and non-riders and their respective attitudes, several insights emerge (see Table 32). These are summarized below.

TABLE 31

ANALYSIS OF SERIOUSNESS RATINGS AND CHOICE VERSUS NECESSITY

CONSIDER VERY SERIOUS PROBLEM ON MBTA

	Overcrowding (%)	Lack of Air-Conditioning (%)	Slow Service (%)	Dirty & Rundown Equipment (%)	Unsafe Conditions (%)	Crime (%)	Rising Fares (%)	Percentage Base
TOTAL MBTA PLATFORM PUBLIC	55	37	37	34	31	27	21	(1004)
Station								
Coolidge Corner	68	50	49	47	38	29	29	(168)
Newton Center	54	35	35	38	33	15	18	(165)
Quincy Center	43	18	24	26	19	21	12	(165)
Forest Hills	54	46	41	31	35	43	26	(167)
Field's Corner	69	51	46	35	32	33	24	(168)
Harvard Square	41	25	25	28	28	24	20	(171)

REASON FOR TAKING MBTA

	BECAUSE HAVE TO (%)	BY CHOICE (%)	NO OPINION (%)	PERCENTAGE CASE
TOTAL MBTA PLATFORM PUBLIC	54	46	*	(1004)
Station				
Coolidge Corner	65	35	0	(168)
Newton Center	50	50	0	(165)
Quincy Center	36	64	0	(165)
Forest Hills	60	39	1	(167)
Field's Corner	68	32	0	(168)
Harvard Square	41	59	0	(171)

TABLE 32

RELATIONSHIP BETWEEN PERCEPTIONS OF MBTA PROBLEMS AND RIDERSHIP

	RIDERSHIP: PERCENTAGE OF OPINION GROUPS WHO ARE		
OPINION GROUPS, THOSE WHO CONSIDER:	GENERAL PUBLIC: FREQUENT* MBTA RIDERS	PARKING GARAGE: FREQUENT* AUTO RIDERS	GENERAL PUBLIC NON-BUSINESS MBTA USERS
	(%)	(%)	(%)
AVERAGE ALL RESPONDENTS	12	56	17
OVERCROWDING			
Serious	16	59	18
Others	9	49	15
CRIME ON MBTA			
Serious	12	58	16
Others	12	53	16
DIRTY, RUNDOWN EQUIPMENT			
Serious	13	55	17
Others	11	54	16
LACK OF AIR CONDITIONING			
Serious	15	60	18
Others	10	50	16
UNSAFE CONDITIONS			
Serious	10	57	19
Others	12	53	16
RISING MBTA FARES			
Serious	7	58	16
Others	13	54	16
SLOW MBTA SERVICE			
Serious	13	60	20
Others	11	50	15

*Five times a week or more.

- The first column in Table 32 shows the proportion of frequent (five times a week or more) MBTA riders in each attitude group. This data basically confirms the point made above that there are a high proportion of regular riders among those who consider most problems very serious. A possible exception to this situation is the issue of rising MBTA fares. Here, regular MBTA commuter usage is lower among people who see this as a matter of serious concern.

- The same is true of non-business travelers in the MBTA, as the last column of Table 32 shows. Here, the seriousness with which people view the various problems studied does not seem to be a major factor in determining MBTA use. In some ways, this is not surprising: Certainly the factors which are of great importance to commuters--speed of service and overcrowding--are not as critical to non-commuters who, presumably, travel at uncrowded times and on less demanding schedules.

- Among parking garage respondents, however, this pattern reverses itself (column 2 of Table 32). Here, the proportion of frequent drivers is noticeably higher among those who are concerned about overcrowding, slow service, and the lack of air conditioning. From this we can infer that these three problems, in addition to being sources of major concern to regular MBTA riders, are also key deterrents to more frequent MBTA use by regular automobile users.

B. COMMUTER RAILROAD RESPONDENTS' RATING OF SERVICE

Commuter railroad respondents were asked to rate the line satisfactory or unsatisfactory in each of the seven respects, and the results of this question are provided in Table 33.

As Table 33 shows, the railroad clearly rates best on the courtesy of its employees and worst on "cleanliness of the cars," and "comfort at the stations"-- being termed unsatisfactory by a majority of respondents in each of these last two respects.

TABLE 33

SATISFACTION WITH COMMUTER RAIL SERVICE

QUESTION: *"Next, I'd like you to rate this commuter railroad line in several respects. In each case, I'd like you to tell me whether you consider this commuter railroad line satisfactory or unsatisfactory."*

ASPECTS OF SERVICE	TOTAL		WESTWOOD		READING	
	SATISFACTORY (%)	UNSATISFACTORY (%)	SATISFACTORY (%)	UNSATISFACTORY (%)	SATISFACTORY (%)	UNSATISFACTORY (%)
Having courteous employees	92	6	89	9	96	3
Being on Time	81	18	85	15	77	22
Personal Safety--that is, protecting passengers against criminals and undesirables in the stations and on the train itself	80	14	77	19	83	9
Freedom from breakdowns	77	20	79	19	75	21
Comfort of the Cars	66	33	51	48	81	18
Comfort at the stations	46	51	55	40	37	62
Cleanliness of the cars	41	58	31	69	51	47

Opinion seems to vary widely between Westwood and Reading station respondents in several respects. Reading respondents tend to be more satisfied with the comfort and cleanliness of the cars (perhaps less dissatisfied is a better way to put it in the case of cleanliness), and more dissatisfied with comfort at the stations.

A separate analysis of the data in Table 33 showed that those who found certain conditions (such as cleanliness of the cars and freedom from breakdowns) unsatisfactory tended to use the railroad more often than those who were satisfied with these conditions. This would seem to indicate a greater sensitivity to various problems on the part of regular railroad commuters, a pattern also seen in the general public study insofar as MBTA usage was concerned. A few examples are provided below.

RELATIONSHIP BETWEEN COMMUTER RAIL PROBLEMS AND RIDERSHIP

Commuter Railroad Problems	Proportion of Regular Riders (%)
Cleanliness of Cars:	
Satisfactory	57
Unsatisfactory	66
Freedom from Breakdowns:	
Satisfactory	61
Unsatisfactory	71

C. PUBLIC APPRAISAL OF MBTA'S EFFORTS TO IMPROVE SERVICE

If the MBTA hopes to change commuting patterns in the Boston area, it may first have to upgrade its own image, particularly in the eyes of those it must convert--auto commuters.

As Table 34 shows, some 26 percent in the area feel the people who run the MBTA don't really care very much about the comfort and convenience and another 10 percent give the MBTA credit for caring but not for trying. This total of 36 percent is only slightly lower than the 42 percent who feel the MBTA really is trying to improve service. The remaining 22 percent have no opinion on the subject one way or the other. Within the SMSA, the MBTA's image is most negative among Boston residents.

Table 34 indicates that the picture among MBTA platform respondents is basically similar to that seen among the general public (except that there is a much lower percentage of "no opinion"). Fifty-one percent feel the MBTA is really trying to improve service and a total of 41 percent think otherwise (35 percent say the MBTA doesn't really care about the comfort and convenience of passengers and 6 percent claim the people who run the system care but don't really try).

TABLE 34

PUBLIC APPRAISAL OF MBTA EFFORTS TO IMPROVE SERVICE

QUESTION: "Do you think the people who run the MBTA are really trying to improve the quality of MBTA service, or do you think they don't really care very much about the comfort and convenience of the passengers?"

RESPONDENT CATEGORY	REALLY TRYING TO IMPROVE QUALITY	DON'T REALLY CARE ABOUT COMFORT AND CONVENIENCE OF PASSENGERS	CARE, BUT NOT REALLY TRYING	NO OPINION	PERCENTAGE BASE
	(%)	(%)	(%)	(%)	
TOTAL BOSTON SMSA	42	26	10	22	(800)
AREA					
Live in Boston	40	34	15	11	(196)
Live outside Boston and inside Route 128	42	25	9	25	(426)
Live on or Outside Route 129	45	18	9	28	(178)
TOTAL MBTA PLATFORM PUBLIC	51	35	6	8	(1004)
STATION					
Coolidge Corner	35	45	11	9	(168)
Newton Center	46	38	3	13	(165)
Quincy Center	73	15	4	8	(165)
Forest Hills	50	38	4	8	(167)
Field's Corner	48	41	6	5	(168)
Harvard Square	52	33	8	7	(171)
TOTAL PARKING GARAGE PUBLIC	37	34	10	19	(996)
GARAGE					
Hancock - City	38	33	8	21	(200)
Haymarket - City	36	33	10	21	(201)
Common - City	30	40	16	14	(199)
Center Plaza - Private	36	29	13	22	(197)
Prudential Center - Private	43	34	4	19	(199)
SEX					
Men	39	30	11	20	(758)
Women	30	45	9	16	(238)

The most significant aspects of MBTA platform respondents' opinion on this score are:

- The highly positive opinion among Quincy Center respondents, where express service in new trains has been introduced.
- The very negative reaction among Coolidge Corner respondents. As noted earlier, complaints about the seriousness of various problems facing the MBTA tend to be most widespread among these respondents.

Finally, Table 34 suggests that the MBTA appears to have a long way to go in making believers of auto commuters. Among parking garage respondents, only 37 percent feel the people who run the MBTA are really making an effort to improve service as compared with 44 percent who disagree (34 percent say there is a lack of concern for the comfort and convenience of passengers, while 10 percent say there is concern but little effort). Reaction seems to be most negative among respondents at the Common garage and among women.

The fact that women interviewed at parking garages tend to have a more negative view of the MBTA deserves further comment. This may be attributable to the fact that these women (39 percent use the MBTA as an alternative to the car) simply had more experience in using the MBTA as an alternative than did the male (27 percent use the MBTA as an alternative) parking garage respondents.

As noted above in part A. of this section, people with MBTA experience tend to be more likely to find fault with MBTA service. This inference is confirmed by a separate analysis of the data in Table 34. This analysis showed that regular MBTA riders accounted for 21 percent of those who felt the MBTA did not really care about improving service, as compared with only 11 percent of those who thought the MBTA was trying to improve service.

In the cases of both MBTA platform and parking garage respondents, feeling that the MBTA doesn't care about its passengers is more closely related to complaints about slow service than to complaints about any of the other MBTA problems in question (see Table 35). This again confirms the importance of that problem as a determinant in choice of mode of transportation.

However, whereas Table 35 reveals overcrowding to be an important factor for parking garage respondents, it does not seem to be that significant for MBTA platform respondents in determining their appraisal of the MBTA's overall efforts. One possible explanation may be a realization among the latter that there is not too much the MBTA can do at present about overcrowding (they apparently do not feel that way about slow service).

An interesting contrast to the public's appraisal of the MBTA efforts to improve service is provided in Table 36, which shows the results of a similar question asked of commuter rail respondents. If anything, commuter rail riders give the railroad lower marks on its attitude toward customers than do MBTA riders. Only 32 percent think the people who run the railroad are trying

TABLE 35

RELATIONSHIP BETWEEN SERIOUSNESS OF PROBLEMS AND APPRAISAL OF MBTA EFFORTS TO IMPROVE SERVICE

	MBTA PLATFORM PUBLIC			PARKING GARAGE PUBLIC		
MBTA PROBLEMS . . .	TRYING TO IMPROVE	DON'T CARE	NO OPINION, OTHER	TRYING TO IMPROVE	DON'T CARE	NO OPINION, OTHER
	(%)	(%)	(%)	(%)	(%)	(%)
DIRTY AND RUNDOWN						
Very serious	40	48	12	31	46	23
Others	56	28	16	40	27	33
CRIME						
Serious	49	39	12	37	39	24
Others	51	33	16	37	32	31
RISING MBTA FARES						
Serious	36	50	14	37	47	16
Others	55	31	14	37	32	31
SLOW SERVICE						
Serious	36	52	12	28	46	26
Others	59	25	16	43	15	32
LACK OF AIR-CONDITIONING						
Serious	42	48	10	31	43	26
Others	56	27	17	40	28	32
OVERCROWDING						
Serious	44	43	13	31	46	23
Others	59	26	15	43	21	36
UNSAFE CONDITIONS						
Serious	41	46	13	32	42	26
Others	55	30	15	39	30	31

TABLE 36

APPRAISAL OF COMMUTER RAIL EFFORTS TO IMPROVE SERVICE

QUESTION: *"Do you think the people who run this commuter railroad line are really trying to improve the quality of service, or do you think they don't really care very much about the comfort and convenience of the passengers?"*

	Really Trying To Improve Quality (%)	Don't Really Care About Comfort and Convenience of Passengers (%)	Care, But Not Really Trying (%)	No Opinion (%)	Percentage Base
TOTAL COMMUTER RR PUBLIC	32	52	7	9	(300)
Station					
Westwood	25	59	5	11	(150)
Reading	38	45	9	8	(150)
Sex					
Men	27	57	8	8	(206)
Women	40	42	6	12	(94)
Age					
Under 30	39	45	11	5	(80)
30 to 44	21	60	8	11	(101)
45 and Over	37	49	4	10	(116)
Income					
Under $15,000	30	49	9	12	(89)
$15,000 - $24,999	35	50	6	9	(115)
$25,000 and Over	27	61	5	7	(56)
Railroad Versus Car					
Take Railroad Because Have To	43	35	8	14	(37)
Take Railroad By Choice	30	54	7	9	(262)
Railroad Versus MBTA					
Take Railroad Because Have To	31	52	9	8	(118)
Take Railroad by Choice	32	52	7	9	(181)

to improve service, while 52 percent say there is no real concern for the comfort and convenience of passengers. Negative attitudes are considerably more pronounced among Westwood respondents, and among female riders.

As the analysis below indicates, feeling about the railroad's attitude toward its passengers is very much related to satisfaction (or dissatisfaction) with the comfort and cleanliness of the cars.

Appraisal of . . .	ATTITUDE ABOUT MANAGEMENT: % Who Feel Management Doesn't Care About Passengers
Comfort of Cars:	
Satisfactory	40
Unsatisfactory	76
Cleanliness of Cars:	
Satisfactory	30
Unsatisfactory	68

Notwithstanding the general negative appraisal of efforts to improve service on commuter railroads, it still must be observed that most riders travel that way by choice. In fact, in contrast to the MBTA riders, negative views are more pronounced among rail users who go that way by choice than among those who go by necessity. Perhaps one explanation for this finding is the fact that commuter rail is perceived to be both faster and cheaper than the automobile and, given the high level of multiple car ownership, accessibility is also no problem. Thus, it would appear that some riders will put up with substantial discomfort, even when they have a choice, in order to reduce their travel time. In terms of current public perceptions, the MBTA does not have such a clear transit time advantage--especially for those who have a choice.

D. BOSTON SMSA RESPONDENTS' PERCEPTION OF PROBLEMS IN DOWNTOWN BOSTON

People in the Boston SMSA were asked to rate each of nine specific downtown Boston problems in terms of seriousness, and the results of this question are provided in Table 37. Overall, being able to find parking and the problem of crime caused the most concern, being considered very serious problems by 59 percent and 55 percent, respectively. Racial tensions and the time it takes to get into town and back were considered very serious by the fewest respondents.

TABLE 37

PERCEPTION OF PROBLEMS IN DOWNTOWN BOSTON

QUESTION: *"Next, I'm going to read you some things about the MBTA. For each one please tell me whether you consider it to be a very serious problem, a fairly serious problem, or not much of a problem at all . . ."*

CONSIDER "VERY SERIOUS" PROBLEM IN DOWNTOWN BOSTON AREA

RESPONDENT CATEGORY	BEING ABLE TO FIND PARKING	CRIME	DIRTY STREETS	COST OF PARKING	LACK OF PUBLIC TRANSPORTATION	UNDESIRABLES BOTHERING YOU	CROWDED CONDITIONS IN STORES & STREETS	RACIAL TENSIONS	TIME TAKES TO GET IN TIME & BACK	PERCENTAGE BASE
	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	
TOTAL BOSTON SMSA	59	55	47	40	32	24	23	19	18	(800)
AREA										
Live in Boston	60	58	48	38	27	25	24	17	17	(196)
Live Outside Boston and Inside Rte 128	59	53	48	43	32	22	23	18	18	(426)
Live on or Outside Rte 128	58	56	45	36	40	27	24	21	22	(178)
Work in Boston	56	50	49	40	31	23	17	17	16	(191)
Work Outside Boston and Inside Rte 128	67	60	51	44	36	26	27	19	20	(162)
Work on or Outside Rte 128	60	55	44	40	32	15	26	18	23	(117)

In addition to these overall results, several contrasts are evident in terms of place of residence and also in terms of place of work, as noted below.

- People who live on or outside Route 128 are more concerned than those farther in, and especially than those who live in Boston, about the "lack of good public transportation" in the City. This helps to explain why people who live outside Route 128 make significantly fewer trips to Boston (both for work and non-work purposes), and may call further analysis of ways to improve the situation beyond the 128 perimeter.

- People who work on or outside Route 128 view "undesirables bothering you" as a less serious problem than do those who live in Boston or between Boston and Route 128.

- Those who work in Boston find "crowded conditions in stores and streets" less of an annoyance than do those who work outside the City.

- In comparing public perceptions of problems with their non-business travel frequency, the problem of crowded streets and conditions emerges as a possible factor in discouraging people from traveling more frequently to Boston, as shown below.

Consider Crowded Conditions in Stores and Streets . . .	% Who Travel to Boston Other Than to Work Less Than Once a Week
A very serious problem	82
Others	65

This was the only one of the nine problems in which there was a significant difference in actual travel and the perceived seriousness of the problem. However, it must be remembered that this problem was considered serious by relatively few people in total.

Apart from the seriousness with which people regard the problems mentioned above, Table 38 suggests that Boston, in trying to get people to come into the City more often, has more to contend with than these problems. People who come into the City once a week or less (apart from going to work), when asked why they don't do so more frequently, largely say that they have everything they need out where they live--this reason is mentioned by five times as many people as any other.

TABLE 38

REASONS FOR NOT GOING TO BOSTON MORE OFTEN

QUESTION: *"Why don't you go in toward Boston more often?"*

	TOTAL WHO GO IN TOWARD DOWNTOWN BOSTON ONCE A WEEK OR LESS (APART FROM GOING TO WORK)*
	(%)
Everything I need is here--stores, entertainment, etc.; shop locally, stores are close by	63
There is too much traffic in Boston, driving is dangerous there	12
Parking is too difficult, expensive--parking out here is easy, free	10
Boston is too crowded, too hectic, too many people there	7
I don't have the time; takes too long to get in; too far away	7
Quality of public transportation is poor--service is poor, crowded, uncomfortable, expensive, not enough of it, hard to get to	7
Go to Boston for special reasons only--dinner, theater, sporting events, etc.	6
Don't like Boston in general	5
There is too much crime, mugging in Boston and on the public transportation lines	5
Too old, disabled, don't travel much	5
Work in Boston, so take care of errands on my lunch hour	3
It's too expensive in Boston	1
Have small children, it's hard to get away	1
Carrying bundles and packages on public transportation is too burdensome	**
Other	2
Don't know, No opinion	1
PERCENTAGE BASE: (648)	

---

*Multiple responses permitted.
**Less than .5 of 1 percent.

This finding is especially important from the MBTA's point of view. As noted earlier, the MBTA appears to do rather well in attracting riders who are traveling to Boston for purposes other than employment. Thus, to gain increased ridership, the problem would seem to be one of encouraging more total trips as well as increasing the MBTA's share of existing trips. The fact that many people feel they "have everything they need" where they live would appear to be a significant obstacle in this regard.

E. POTENTIAL IMPACT OF BETTER MBTA SERVICE ON NON-BUSINESS TRAVEL INTO BOSTON AND ELSEWHERE

As noted, the dominant reason articulated by Boston area residents for not going into the City more often is the feeling that they have everything they need where they live. Nevertheless, there is reason to believe that "faster, modern, comfortable, air conditioned, frequent MBTA service" might change many people's minds and help to revitalize the downtown area.

As Table 39 shows, some 4 people in 10 in the Boston SMSA say they would go in more often than they do now if such service were available. The idea especially tends to appeal to people who already go in more than once a week, and, perhaps, to people who live outside Route 128. It also apparently would have more appeal to women than to men.

TABLE 39

USE OF IMPROVED PUBLIC TRANSPORTATION FOR NON-BUSINESS TRAVEL

QUESTION: *"Suppose there was faster, modern, comfortable, air conditioned, frequent MBTA service available between where you live and downtown Boston. Do you think that apart from going to work, this would cause you to go in toward Boston more often than you do now, or is it simply that you don't like going into Boston?"*

	WOULD CAUSE TO GO IN MORE OFTEN	DON'T LIKE GOING INTO BOSTON	GO IN A GOOD DEAL NOW	WOULDN'T MAKE ANY DIFFERENT	NO OPINION	PERCENTAGE BASE
	(%)	(%)	(%)	(%)	(%)	
TOTAL BOSTON SMSA	41	25	1	32	1	(800)
AREA						
Live in Boston	41	19	0	39	1	(196)
Live Outside Boston and Inside Rte 128	38	28	2	31	1	(425)
Live on or Outside Rte 128	46	25	1	28	0	(179)
SEX						
Men	37	25	2	35	1	(402)
Women	44	24	1	30	1	(398)
WORK ASIDE, GO INTO DOWNTOWN BOSTON . . .						
Less than once a week	39	31	0	29	1	(549)
Once a week	42	19	2	36	1	(99)
More than once a week	50	5	3	41	1	(131)

*Less than .5 of 1%.

It is, of course, one thing for people to say they would come downtown more often if there were better MBTA service; actually doing so is another. However, making the seeming impact of better MBTA service more credible is the finding that the greatest positive response to the idea comes from those who complain most about the time it takes to get into town and back and the lack of good public transportation (see Table 40).

There is also substantial positive reaction, as shown below, from people who often drive somewhere that they could get to by public transportation.

TOTAL BOSTON SMSA PUBLIC

If "Faster, Modern, Comfortable, Air Conditioned, Frequent MBTA Service . . . "

Apart from work, drive someplace that could also get to by public transportation . . .	Would Cause to Go in More Often (%)	Don't Like Going Into Boston (%)	Go In A Good Deal Now (%)	Wouldn't Make Any Difference (%)	No Opinion (%)
Less than once a week	39	26	1	33	1
Once or twice a week	41	26	1	32	0
Three or four times a week	46	27	0	27	0
Five or more times a week	41	22	2	32	3

TABLE 40

REACTION TO IMPROVED TRANSPORTATION VERSUS SERIOUSNESS OF PROBLEMS IN BOSTON

QUESTION: "Suppose there was faster, modern, comfortable, air conditioned, frequent MBTA service available between where you live and downtown Boston. Do you think that apart from going to work, this would cause you to go in toward Boston more often than you do now, or is it simply that you don't like going into Boston?"

	TOTAL BOSTON SMSA PUBLIC					
	WOULD CAUSE TO GO IN MORE OFTEN	DON'T LIKE GOING INTO BOSTON	GO IN A GOOD DEAL NOW	WOULDN'T MAKE ANY DIFFERENCE	NO OPINION	PERCENTAGE BASE
	(%)	(%)	(%)	(%)	(%)	
BOSTON PROBLEMS . . .						
Dirty streets						
Consider very serious problem	42	24	1	31	2	(379)
Others	40	26	1	33	*	(421)
Time takes to get into town and back						
Consider very serious problem	54	20	1	25	0	(147)
Others	38	26	1	34	1	(653)
Crime						
Consider very serious problem	40	28	1	30	1	(438)
Others	42	21	1	35	1	(362)
Being able to find parking						
Consider very serious problem	43	24	2	30	1	(475)
Others	37	26	1	35	1	(325)
Undesirables bothering you						
Consider very serious problem	47	26	1	25	1	(189)
Others	39	25	1	34	1	(611)
Cost of parking						
Consider very serious problem	46	22	1	30	1	(323)
Others	37	27	1	34	1	(477)
Racial tensions						
Consider very serious problem	45	25	0	29	1	(149)
Others	40	25	1	33	1	(651)
Crowded conditions in streets and stores						
Consider very serious problem	41	33	0	25	1	(186)
Others	41	22	1	35	1	(614)
Lack of good public transportation						
Consider very serious problem	56	17	2	24	1	(259)
Others	33	29	1	36	1	(541)

---

*Less than .5 of 1 percent.

In this connection, about half the public in Greater Boston say that (work aside) at least once a week they go somewhere by car that they could also get to by public transportation--17 percent do so four or more times a week (see Table 41). Thus, it would appear that the potential for an improved public transportation system is not limited to a system serving only the downtown Boston area. However, in assessing this inference, the relative frequency of such trips by area should also be considered. In this regard, the practice of driving places which are also accessible by public transportation seems to be more common inside than outside Route 128, where there is probably less public transportation available. Interestingly, Table 41 also reveals that the practice is also less common among people who say they live more than a ten-minute walk from the nearest alternative. Clearly, the farther away people are from public transportation, the less likely they are to consider it a feasible alternative to the car.

The most frequently mentioned reasons for driving places also accessible by public transportation are that it takes too long by public transportation and that public transportation involves too long a wait for buses, trains, streetcars, and so forth (Table 42). Accordingly, it would appear that the the greatest potential for an improved public transportation would be in high density areas (where frequent service could be offered) and on route segments where competitive transit trains could be offered. Of course, given the fragmentation of non-business travel among many different origin/destination groups, this may simply be another way of saying that the potential is limited outside the downtown Boston service area.

TABLE 41

FREQUENCY OF NON-BUSINESS TRAVEL WHICH COULD MAKE USE OF PUBLIC TRANSPORTATION

QUESTION: *"Apart from going to work, about how often during the average seven-day week do you drive some place that you could also get to by public transportation--less than once a week (that is, about twice a month) once, twice, three times, four times, or five or more times?"*

	FIVE TIMES OR MORE	FOUR TIMES	THREE TIMES	TWICE	ONCE	LESS THAN ONCE	VARIES	DON'T KNOW	PERCENTAGE BASE
	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	
TOTAL BOSTON SMSA	12	5	6	12	11	50	1	3	(800)
AREA									
Live in Boston	15	4	8	12	11	46	1	3	(196)
Live Outside Boston and Inside Rte 128	12	5	8	13	11	47	1	3	(426)
Live on or Outside Rte 128	11	3	2	7	12	60	1	4	(178)
DISTANCE FROM NEAREST PUBLIC TRANSPORTATION**									
Less than 5-minute walk	16	4	8	15	11	44	0	2	(230)
5- to 10-minute walk	8	4	6	14	12	51	2	3	(122)
More than 10-minute walk	10	2	6	10	10	59	0	3	(126)

---

*Less than .5 of 1 percent.

**Information obtained only from those who are employed full or part time.

TABLE 42

REASONS FOR NOT USING PUBLIC TRANSPORTATION FOR NON-BUSINESS TRIPS

QUESTION: *"Why do you drive on these occasions (when you could also go by public transportation) instead of taking public transportation?"*

	TOTAL IN BOSTON SMSA WHO DRIVE SOME PLACE BETWEEN ONE AND FIVE TIMES A WEEK THAT THEY COULD ALSO GET TO BY PUBLIC TRANSPORTATION*
	(%)
Takes too long by public transportation; car is quicker	26
Public transportation means waiting for buses, trains, streetcars; with a car you can go when you want without waiting	23
Car is better because have bundles, children, friends with me when I go	13
No direct line to where I'm going; too much trouble changing from one line to another; too many transfers	13
No public transportation close to my home; stations too far away, not easily accessible	10
Public transportation doesn't run often enough; service is infrequent	10
Make a lot of stops--e.g., shopping, etc. so car is more convenient, easy to use in that respect	6
Public transportation equipment and facilities are poor; cars and/or stations are rundown, old, in poor condition, poorly lit; dirty, too many breakdowns	5
Car is door-to-door, public transportation is not	5
Public transportation too crowded; too many people on it; have to stand when you take it; they jam people into the cars	4
Public transportation schedules not met, don't run on time, service is irregular	4
Cheaper to drive, public transportation too expensive, costs more	3
Car is more comfortable, private	3
Crime on public transportation; young kids bother you; purse snatching	2
Don't know when the buses, streetcars, trains run; MBTA doesn't publish its schedules	2
Public transportation not air conditioned, too hot, uncomfortable, noisy	1
Habit, used to driving	1
Unsafe conditions; equipment not safe; fires, etc.	1
Other	4
Don't know, no opinion	1
PERCENTAGE BASE:	(369)

---

*Multiple responses permitted.
**Less than .5 of 1 percent.

F. POTENTIAL IMPACT OF BETTER MBTA SERVICE ON BUSINESS TRAVEL

"Faster, modern, comfortable, air conditioned and frequent public transportation . . . at the same cost as going to work by car" could possibly reshape the commuter picture in the Boston area.

A majority of 62 percent of those in the Boston SMSA who now drive to work once a week or more, say that if such transportation were available they would use it on a more or less daily basis to get to work (see Table 43). This is particularly so for people earning less than $15,000 annually as compared with those making more. Furthermore, among those who say they would generally go to work by car anyway, the central theme is that they need their car at work rather than any skepticism about the possibility of good public transportation (see Table 44).

The prospect of better public transportation is apparently especially attractive to those who now drive to work in Boston--72 percent of parking garage respondents say this would cause them to generally use public transportation when they went into downtown Boston.

In a related vein, "only" 19 percent of the commuter railroad platform respondents say that if express buses were available from their station to downtown Boston at the same fare they now pay for railroad service, they would be likely to use the bus (see Table 45). At first blush, this would appear to be at odds with the earlier-noted finding that 39 percent of the commuter railroad platform respondents say they take the railroad instead of the MBTA by necessity rather than by choice.

TABLE 43

COMMUTER REACTION TO IMPROVED PUBLIC TRANSPORTATION

QUESTION: *"Suppose there were a faster, modern, comfortable, air conditioned and frequent public transportation available between where you live and where you work at the same cost as going to work by car. In that case, do you think you would use public transportation on a more or less daily basis to get to work, or do you think you would generally go to work by car anyway?"*

	WOULD USE PUBLIC TRANSPORTATION MORE OR LESS DAILY (%)	WOULD GENERALLY GO BY CAR ANYWAY (%)	DON'T KNOW (%)	PERCENTAGE BASE (%)
TOTAL IN BOSTON SMSA WHO DRIVE TO WORK ONCE A WEEK OR MORE	62	34	4	(370)
AREA				
Live in Boston	63	32	5	(73)
Live outside Boston and inside Rte. 128	62	34	4	(204)
Live on or outside Rte. 128	61	37	2	(93)
SEX				
Men	60	38	2	(250)
Women	67	26	7	(120)
AGE				
Under 30	69	26	5	(124)
30 to 44	54	44	2	(121)
45 and over	64	33	3	(124)
INCOME				
Under $10,000	73	23	4	(70)
$10,000-$14,999	67	31	2	(124)
$15,000 and over	54	43	3	(127)
FREQUENCY OF DRIVING TO WORK				
Less than five times per week	66	21	13	(76)
Five or more times per week	61	38	1	(289)
TOTAL PARKING GARAGE PUBLIC	72	27	1	(996)
GARAGE				
Hancock - City	70	30	0	(200)
Haymarket - City	78	20	2	(201)
Common - City	82	17	1	(199)
Center Plaza - Private	61	37	2	(197)
Prudential - Private	70	29	1	(199)

TABLE 44

REASONS FOR NOT USING IMPROVED PUBLIC TRANSPORTATION

QUESTION: "Why do you say that?" (That you would generally go to work by car anyway even if there were faster, modern, comfortable, and frequent public transportation available.)

	TOTAL IN BOSTON SMSA WHO WOULD GENERALLY TO TO WORK BY CAR ANYWAY* (%)
Need car for work--e.g., travel to different places during day, have tools to carry, make deliveries, do errands on the way, etc.	45
Don't have to wait with car, come and go as I please	13
Takes too long to go by public transportation; car is quicker	9
I live just a short drive from work--e.g., in the same town, down the street, etc.	8
Car is door-to-door; right in the driveway	8
Public transportation is too far away; too long a walk	6
Schedule doesn't suit me; down't go when I go	5
Don't like taking public transportation after dark	4
Public transportation is too crowded	2
Other	7
Don't know, No opinion	1

PERCENTAGE BASE: (127)

---

*Multiple responses permitted.

TABLE 45

COMMUTER RAIL RESPONDENTS REACTION TO EXPRESS BUS SERVICE

QUESTION: *"Suppose express buses were available from here to downtown Boston at the same fare that you now pay for this commuter railroad line. In that case, which do you think you would be more likely to take into downtown Boston--the express bus or this commuter railroad line?"*

	Express Bus (%)	Commuter Railroad (%)	No Opinion (%)	Percentage Base
TOTAL COMMUTER RR PUBLIC	19	74	7	(300)
Station				
Westwood	14	79	7	(150)
Reading	25	69	6	(150)
Sex				
Men	19	74	7	(206)
Women	20	76	4	(94)
Age				
Under 30	16	75	9	(80)
30 to 44	22	69	9	(101)
45 and over	19	78	3	(116)
Income				
Under $15,000	24	68	8	(89)
$15,000 - $24,999	18	76	6	(115)
$25,000 and over	13	80	7	(56)
Railroad Versus MBTA				
Take Railroad Because Have To	25	70	5	(118)
Take Railroad By Choice	16	77	7	(181)

However, a possible explanation may lie in the words "at the same fare." Many riders may feel that express buses are a real choice only if the fare on them is less than the commuter railroad fare.

The idea of express buses seems to be more attractive to Reading than Westwood respondents and people with annual incomes of less than $15,000 as compared to those in higher brackets.

V. Other Issues

A. SUGGESTIONS BY THE PUBLIC ON WHAT THE MBTA OUGHT TO DO TO INCREASE RIDERSHIP

Respondents in the Boston SMSA study were asked what the MBTA could do (other than the things already touched upon) that would cause people to use the MBTA more often. Their answers relate most often to more frequent and extensive service and better and cleaner equipment (see Table 46).

B. MBTA ADVERTISING

Some 34 percent in the Boston SMSA say they have seen, heard, or read MBTA advertising recently (see Table 47). Among those who ride the MBTA to work on a daily basis, the figure is higher (47 percent).

In evaluating these results, factors such as budget and the length of time the MBTA's advertising program has been in effect should be kept in mind.

Almost half the public, including three-quarters of those who usually go to work by MBTA, has at least seen, heard, or read something about "dime time" (see Table 49). However, in order for "dime time" to be a more effective means of attracting ridership, it would seem important for awareness of "dime time" to increase substantially among those who use the MBTA infrequently or not at all.

TABLE 46
SUGGESTIONS FOR IMPROVING MBTA RIDERSHIP

QUESTION: *"Other than the things we have talked about, is there anything else the MBTA could do that would cause people to use the MBTA more often?"*

SUGGESTIONS	TOTAL BOSTON SMSA* (%)
More frequent service, buses and trains should run more often, have to wait too long, stops too early, starts too late	15
Extend service farther into the suburbs--north shore, south shore, to the west, Route 2, etc.	12
Get more modern buses, trains, streetcars; need more comfortable seats; get rid of the old rundown cars; too many breakdowns	12
Clean up the equipment and the stations; they are too dirty	12
Provide more protection against crime; need more security guards; protection needed against undesirables, purse snatching, etc.; afraid to ride MBTA	8
Lower fares	7
Do something about the overcrowding; it's too crowded, put on more cars, more seats needed, have to stand most of the time	7
Get more courteous employees; they slam doors, are surly, etc.	5
Tell people when and where the buses, trains and streetcars run; publish schedules; publicize the stops	5
Need air conditioning, too hot; turn heat off when it's warm	5
Should run on time, keep to the schedules	4
Need stations closer to home, stations are too long a walk	4
Need faster service; slow service is a problem, takes too long to get anywhere	4
Extend dime time--longer hours, include all lines	3
Advertise more--convince people it's better, it's a public relations job, show people they're trying	3
Need more direct lines, too many transfers, too round about at present	3
Make it more difficult to use cars, raise parking fees, limit parking space	2
Provide more parking at suburban stops; need adequate, safe parking at stations	2
Make it free, eliminate fares	1
Other	6
Don't know, no opinion	17

---

*Multiple responses permitted.

TABLE 47

EXPOSURE TO MBTA ADVERTISING

QUESTION: "Have you seen, heard, or read any advertisements about the MBTA recently?"

	YES	NO	DON'T KNOW DON'T REMEMBER	PERCENTAGE BASE
	(%)	(%)	(%)	
TOTAL BOSTON SMSA	34	65	1	(800)
AREA				
Live in Boston	35	64	1	(196)
Live Outside Boston and Inside Rte 128	33	66	1	(426)
Live on or Outside Rte 128	34	64	2	(178)
Work in Boston	40	59	2	(191)
Work Outside Boston and Inside Rte 128	34	65	1	(162)
Work on or Outside Rte 128	39	60	1	(117)
SEX				
Men	38	61	1	(402)
Women	30	60	1	(398)
AGE				
Under 25	44	55	1	(132)
25 to 29	39	60	1	(106)
30 to 34	39	60	1	(98)
35 to 44	34	65	1	(134)
45 to 64	27	71	2	(222)
65 and over	25	75	0	(105)
INCOME				
Under $5,000	32	67	1	(106)
$5,000-9,999	32	68	0	(144)
$10,000-14,999	39	60	1	(219)
$15,000-24,999	40	59	1	(146)
$25,000 and over	29	68	3	(68)
MBTA LINE RIDE MOST				
Red	40	59	1	(217)
Blue	32	67	1	(84)
Green	33	67	0	(157)
Orange	33	66	1	(219)
Don't Use MBTA At All	27	71	1	(96)
FREQUENCY OF TAKING MBTA TO WORK				
Five times or more	47	53	0	(58)
Less than once a week	36	63	1	(385)

TABLE 48

MBTA ADVERTISING EXPOSURE, BY MEDIA

QUESTION: *"Where have you seen, heard, or read these ads--on the radio, in the newspapers, on television, in magazines, on signs or billboards, or what?"**

	TOTAL IN BOSTON SMSA WHO HAVE SEEN, HEARD, OR READ MBTA ADS
	(%)
RADIO	43
NEWSPAPERS	47
TELEVISION	31
MAGAZINES	4
SIGNS OR BILLBOARDS	25
OTHER	3
PERCENTAGE BASE	(270)

---

*Multiple responses permitted.

TABLE 49

AWARENESS OF "DIME TIME"

QUESTION: *"Have you seen, heard, or read anything about something called 'Dime Time'?"*

	YES	NO	DON'T KNOW DON'T REMEMBER	PERCENTAGE BASE
	(%)	(%)	(%)	
TOTAL BOSTON SMSA	47	52	1	(800)
AREA				
Live in Boston	57	43	*	(196)
Live Outside Boston and Inside Rte 128	45	55	*	(426)
Live on or Outside Rte 128	39	60	1	(178)
Work in Boston	62	38	0	(191)
Work Outside Boston and Inside Rte 128	46	54	0	(162)
Work on or Outside Rte 128	38	61	1	(117)
SEX				
Men	47	52	1	(402)
Women	46	54	*	(398)
AGE				
Under 25	55	44	1	(132)
25 to 29	49	51	0	(106)
30 to 34	46	54	0	(98)
35 to 44	48	51	1	(134)
45 to 64	46	54	0	(222)
65 and over	34	65	1	(105)
MBTA LINE RIDE MOST				
Red	57	43	0	(217)
Blue	44	56	0	(84)
Green	47	51	2	(157)
Orange	58	42	0	(219)
Don't Use MBTA At All	18	82	0	(96)
FREQUENCY OF TAKING MBTA TO WORK				
Five times or more	76	24	0	(58)
Less than once a week	43	56	1	(385)

---

*Less than .5 of 1 percent.

APPENDIX A

QUESTIONNAIRES TO STUDY ON:
PUBLIC TRAVEL PATTERNS IN GREATER BOSTON

Boston SMSA Telephone
MBTA Station Platform
Commuter Railroad Platform
Boston Parking Garage

Seq. # ___/___/___
1 2 3

Project #417
Interviewing Begins:

TRANSIT POLL #2/1973
GENERAL PUBLIC

1
4

SEX: 1. Male
2. Female

_____
5

CITY OR TOWN:

01	Arlington
02	Ashland
03	Bedford
04	Belmont
05	Beverly
06	Boston
	Boston
	Brighton-Allston
	Charlestown
	Dorchester-Mattapan
	East Boston
	Hyde Park
	Jamaica Plain
	Roslindale
	Roxbury
	South Boston
	West Roxbury
07	Braintree
08	Brookline
09	Burlington
10	Cambridge
11	Canton
12	Chelsea
13	Cohasset
14	Concord
15	Danvers
16	Dedham
17	Dover
18	Duxbury
19	Everett
20	Framingham
21	Hamilton
22	Hanover
23	Hingham
24	Holbrook
25	Hull
26	Lexington
27	Lincoln
28	Lynn
29	Lynnfield
30	Malden
31	Manchester
32	Marblehead
33	Marshfield
34	Maynard
35	Medfield
36	Medford
37	Melrose
38	Middleton
39	Millis
40	Milton
41	Nahant
42	Natick
43	Needham
44	Newton
45	Norfolk
46	North Reading
47	Norwell
48	Norwood
49	Peabody
50	Pembroke
51	Quincy
52	Randolph
53	Reading
54	Revere
55	Rockland
56	Salem
57	Saugus
58	Scituate
59	Sharon
60	Sherborn
61	Somerville
62	Stoneham
63	Sudbury
64	Swampscott
65	Topsfield
66	Wakefield
67	Walpole
68	Waltham
69	Watertown
70	Wayland
71	Wellesley
72	Wenham
73	Weston
74	Westwood
75	Weymouth
76	Wilmington
77	Winchester
78	Winthrop
79	Woburn

___/___
6 7

Hello, I'm______________________________. I'm working on a survey being conducted by Decision Research Corporation of Wellesley, and I'd like to get your opinions on a few questions about transportation.

1. To begin with, are you 18 years of age or older?

   1. Yes (CONTINUE)
   2. No (TERMINATE INTERVIEW)
   3. Don't know, No answer, Refused (TERMINATE INTERVIEW)

_____
8

2. Are you presently employed full time, part time, or not at all?

1. Full time (SKIP TO Q #4)
2. Part time (CONTINUE)
3. Not at all (SKIP TO Q #16)
4. No answer, Refused (TERMINATE) ______ 9

IF "PART TIME", ASK:

3. On the average, how many days per week do you work?

1. One
2. Two
3. Three
4. Four
5. Five or more ______ 10
6. Varies
7. No answer

IF "FULL TIME" OR "PART TIME" ON QUESTION #2, ASK:

4. Where is your place of employment located--in Boston itself, outside Boston but inside Route 128, or on or outside Route 128?

1. In Boston itself
2. Outside Boston but inside Route 128
3. On or outside Route 128
4. Other (specify)____ ______ 11
5. Don't know, No answer

5. Next, I'm going to read you some ways in which people travel to work as opposed to coming home from work. As I read each one, please tell me how many days during the average Monday through Friday period, you travel to work that way. First, take MBTA buses, streetcars, or rapid transit trains. How many days during the average Monday through Friday period do you travel to work by MBTA bus, streetcar, or rapid transit train--less than once a week, once, twice, three times, four times, or five times, or every day? Just give me your best estimate. Next, take . . . (CONTINUE IN ORDER UNTIL EACH METHOD OF TRAVEL HAS BEEN READ AND AN ANSWER RECORDED FOR EACH METHOD. READ QUESTION THE SAME WAY FOR EACH METHOD.)

	Less Than Once A Week	Once	Twice	Three	Four	Five Times or More, Every Day	Varies	Don't Know No Answer	
a. MBTA Bus, streetcar, or rapid transit trains	1	2	3	4	5	6	7	8	12
b. Bus other than MBTA bus	1	2	3	4	5	6	7	8	13
c. Commuter railroad train	1	2	3	4	5	6	7	8	14
d. Automobile--that is going all the way to work by car	1	2	3	4	5	6	7	8	15
e. Walking all the way to work	1	2	3	4	5	6	7	8	16

f. Bike

6. Next, I'd like you to tell me how many days during the average Monday through Friday period you return home each of these ways. First, take MBTA bus, streetcar or rapid transit train. How many days during the average Monday through Friday period do you return home by MBTA bus, streetcar, or rapid transit train--less than once a week, once, twice, three times, four times, or five times, that is, is every day? Just give me your best estimate. Next take (READ QUESTION FOR EACH METHOD OF TRAVEL LISTED. MAKE SURE ANSWER IS RECORDED FOR EACH METHOD.)

	Less Than Once A Week	Once	Twice	Three	Four	Five times or More, Every Day	Varies	Don't Know No Answer	
a. MBTA bus, streetcar, or rapid transit trains	1	2	3	4	5	6	7	8	17
b. Bus other than MBTA bus	1	2	3	4	5	6	7	8	18
c. Commuter railroad train	1	2	3	4	5	6	7	8	19
d. Automobile--that is going all the way to work by car	1	2	3	4	5	6	7	8	20
e. Walking all the way to work	1	2	3	4	5	6	7	8	21

f. Bike

IF RESPONDENT TRAVELS TO WORK BY CAR ONCE A WEEK OR MORE, ASK:

7. Why don't you travel to work by public transportation--rather than by car--more often than you now do? What is it that keeps you from using public transportation more often than you do now to get to work?

____

____ ___/___ 22 23

____

____

8. Suppose within the next few months the price of gasoline went up to 65 cents a gallon--would you still go to work by car as often as you do now, would you go to work by car less often, would you stop going to work by car altogether, or would you simply look for work closer to home?

1. As often as now
2. Less often
3. Stop going to work by car altogether
4. Look for work closer to home ___ 24
5. Don't know, No answer
6 WOULD BUY A BIKE/MOTORCYCLE

9. It has been proposed that for cars parking in Boston, a tax of $5 per day be added to the regular parking fee. Suppose this were to happen--would you still go to work by car as often as you do now, would you go to work by car less often, would you stop going to work by car altogether, or would you simply look for work closer to home?

1. As often as now
2. Less often
3. Stop going to work by car altogether
4. Look for work closer to home ___ 25
5. Don't work in Boston
6. Don't know, No answer
7 WOULD BUY A BIKE/MOTORCYCLE

10. Suppose there were a faster, modern, comfortable, air conditioned and frequent public transportation available between where you live and where you work at the same cost as going to work by car. In that case, do you think you would use public transportation on a more or less daily basis to get to work, or do you think you would generally go to work by car anyway?

1. Would use public transportation on more or less daily basis to get to work ___ 26
2. Would generally go to work by car anyway
3. Don't know, No answer

IF "WOULD GENERALLY GO TO WORK BY CAR ANYWAY," ASK:

11. Why do you say that?

____

____ ___/___ 27 28

____

ASK QUESTIONS #12 THROUGH 15 OF ALL PEOPLE WHO WORK EITHER FULL OR PART TIME

12. Approximately how long does it take you to get to work by car at this hour of the morning? (IF "DEPENDS ON TRAFFIC," ETC., PROBE: "Well, how long does it ordinarily take?")

01. 10 min. or less
02. 11 to 15 min.
03. 16 to 20 min.
04. 21 to 25 min.
05. 26 to 30 min.
06. 31 to 35 min.
07. 36 to 40 min.
08. 41 to 45 min.
09. 46 to 59 min.
10. 60 to 69 min.
11. 70 to 79 min.
12. 80 to 89 min.
13. 90 min. or more
14. Don't know, No Answer

____/____
29 30

13. Approximately how long does it take you at this hour of the morning to get to work by public transportation? (IF "DEPENDS ON TRAFFIC," ETC., PROBE: "Well, how long does it ordinarily take?")

01. 10 min. or less
02. 11 to 15 min.
03. 16 to 20 min.
04. 21 to 25 min.
05. 26 to 30 min.
06. 31 to 35 min.
07. 36 to 40 min.
08. 41 to 45 min.
09. 46 to 59 min.
10. 60 to 69 min.
11. 70 to 79 min.
12. 80 to 89 min.
13. 90 min. or more
14. Don't know, No Answer

____/____
31 32

14. From where you live, how long a walk is it to the nearest means of public transportation--less than 5 minutes, 5 to 10 minutes, or more than 10 minutes? (IF RESPONDENT DOESN'T WALK, ASK: "Just give me your best estimate?")

1. Less than a 5-minute walk (CONTINUE)
2. a 5- to 10-minute walk (CONTINUE)
3. More than a 10-minute walk (CONTINUE)
4. Don't know, No answer (SKIP TO Q #16)

____
33

IF "LESS THAN A 5-MINUTE WALK" "5- TO 10-MINUTE WALK," OR "MORE THAN A 10-MINUTE WALK" ON QUESTION #14, ASK:

15. Is this a bus, streetcar, rapid transit train, commuter railroad train, or what?

1. Bus
2. Streetcar
3. Rapid transit train
4. Commuter railroad train
5. Other (specify)________________________________
6. Don't know, No answer

____
34

ASK ALL RESPONDENTS:

16. Besides going to work, about how many times during the average seven-day week do you travel into downtown Boston and vicinity--less than once a week, once a week, twice a week, three times a week, four times a week, or five or more times a week. Just give me your best estimate.

1. Less than once a week (CONTINUE)
2. Once (CONTINUE)
3. Twice (SKIP TO Q #18)
4. Three times (SKIP TO Q #18)
5. Four times (SKIP TO Q #18)
6. Five or more times (SKIP TO Q #18)
7. Varies (SKIP TO Q #18)
8. Don't know, No answer (SKIP TO Q #18)

____
35

IF ONCE A WEEK OR LESS ON QUESTION #16, ASK:

17. Why don't you go in toward Boston more often?

____

____

____

____

____/____
36 37

18. Besides going to work, about how many times during the average seven-day period do you travel into downtown Boston and vicinity by MBTA?

1. Less than once a week
2. Once
3. Twice
4. Three times
5. Four times
6. Five or more times
7. Varies
8. Don't know, No answer

_____ 38

19. Suppose there was faster, modern, comfortable, air conditioned, frequent MBTA service available between where you live and downtown Boston. Do you think that apart from going to work, this would cause you to go in toward Boston more often than you do now, or is it simply that you don't like going into Boston?

1. Would cause to go in toward Boston more often
2. Don't like going into Boston
3. Go in a good deal now
4. Wouldn't make any difference
5. Don't know, No answer

_____ 39

20. Apart from going to work, about how often during the average seven-day week do you drive some place that you could also get to by public transportation-- less than once a week (that is, about twice a month) once, twice, three times, four times, or five or more times?

1. Less than once a week (SKIP TO Q #22)
2. Once (CONTINUE)
3. Twice (CONTINUE)
4. Three times (CONTINUE)
5. Four times (CONTINUE)
6. Five or more times (CONTINUE)
7. Varies (SKIP TO Q #22)
8. Don't know, No answer (SKIP TO Q #22)

_____ 40

IF BETWEEN ONCE AND FIVE OR MORE TIMES ON QUESTION #20, ASK:

21. Why do you drive on these occasions instead of taking public transportation?

____

____

____

_____/_____ 41 42

22. Do you think the people who run the MBTA are really trying to improve the quality of MBTA service, or do you think they don't really care very much about the comfort and convenience of the passengers?

1. Really trying to improve quality of MBTA service
2. Don't really care very much about comfort and convenience of passengers
3. Care but not really trying (DO NOT READ)
4. Don't know, No opinion (DO NOT READ)

_____ 43

23. Next, I'm going to read you some things about the MBTA. For each one please tell me whether you consider it to be a very serious problem, a fairly serious problem, or not much of a problem at all. First take (FIRST ITEM CIRCLED BELOW), do you consider this to be a very serious problem, a fairly serious problem, or not too much of a problem at all? Next take . . . (CONTINUE IN ORDER UNTIL ALL ITEMS HAVE BEEN READ AND AN ANSWER RECORDED FOR EACH. READ QUESTION SAME WAY EACH TIME.)

		Very Serious	Fairly Serious	Not Much of a Problem At all	Don't Know/ No Answer	
ⓐ	Dirty and rundown buses, streetcars, and rapid transit trains	1	2	3	4	____ 44
b.	Crime on MBTA buses, streetcars, and rapid transit trains	1	2	3	4	____ 45
c.	Rising MBTA fares	1	2	3	4	____ 46
d.	The waiting time between buses, rapid transit trains, or streetcars	1	2	3	4	____ 47
e.	Racial tensions on MBTA buses, streetcars, and rapid transit trains	1	2	3	4	____ 48
f.	Slow MBTA service--taking too long to get where you're going	1	2	3	4	____ 49
g.	Lack of air conditioning on MBTA buses, streetcars, and rapid transit trains	1	2	3	4	____ 50
h.	The distance people have to travel to get to an MBTA bus, streetcar, or rapid transit train	1	2	3	4	____ 51
i.	Overcrowding on MBTA buses, streetcars, and rapid transit trains	1	2	3	4	____ 52
j.	Unsafe conditions on the MBTA	1	2	3	4	____ 53
k.	Not knowing when and how often the buses and trains run	1	2	3	4	____ 54

24. Next, I'm going to read you some other things about the downtown Boston area. Please tell me whether you consider it a very serious problem in the downtown Boston area, a fairly serious problem, or not much of a problem at all. First take (FIRST ITEM CIRCLED BELOW). Do you consider this a very serious problem in the downtown Boston area, a fairly serious problem, or not much of a problem at all? Next, take . . . (CONTINUE IN ORDER UNTIL ALL ITEMS HAVE BEEN READ AND AN ANSWER RECORDED FOR EACH ITEM. READ ANSWER SAME WAY EACH TIME.)

		Very Serious	Fairly Serious	Not Much of a Problem At All	Don't Know/ No Answer	
[✓ a.]	Dirty streets	1	2	3	4	______ 55
b.	The time it takes to get into town and back	1	2	3	4	______ 56
c.	Crime	1	2	3	4	______ 57
d.	Being able to find parking	1	2	3	4	______ 58
e.	Undesirables bothering you	1	2	3	4	______ 59
f.	Cost of parking	1	2	3	4	______ 60
g.	Racial tensions	1	2	3	4	______ 61
h.	Crowded conditions in stores and streets	1	2	3	4	______ 62
i.	Lack of good public transportation	1	2	3	4	______ 63

25. Have you seen, heard, or read any advertisements about the MBTA recently?

1. Yes, have seen, heard, or read (CONTINUE)
2. No, have not seen, heard, or read (SKIP TO Q #27)
3. Don't know, Don't remember (SKIP TO Q #27)

______
64

IF "YES, HAVE SEEN. HEARD, OR READ," ASK:

26. Where have you seen heard or read these ads--on the radio, in the newspapers, on television, in magazines, on signs or billboards, or what? (MULTIPLE RESPONSES PERMITTED)

1. Radio
2. Newspapers
3. Television
4. Magazines
5. Signs or billboards
6. Other (specify)______
7. Don't know, Don't remember

____/____/____
65 66 67

____/____/____
68 69 70

27. Have you seen, heard, or read anything about something called "Dime Time?"

1. Yes, have seen, heard, or read
2. No, have not seen, heard, or read
3. Don't know, Don't remember

______
71

28. Other than the things we have talked about,is there anything else the MBTA could do that would cause people to use the MBTA more often? (PROBE: "Is there anything else?")

______

______

______

______

____/____
72 73

29. When you ride the MBTA, which line do you use the most? (READ ITEMS 1 THROUGH 5)

1. Cambridge-Dorchester--that is the Red Line
2. Quincy line--that is, the Red Line
3. Wonderland-Revere-Bowdoin--that is the Blue Line
4. Lechmere-Boston-Cleveland Circle-Riverside--that is the Green Line
5. Everett-Boston-Forest Hills--that is the Orange Line or Main Line
6. Don't use MBTA at all
7. Other (specify)______
8. Don't know, No answer

______
74

30. How many cars does your family presently own?

1. One
2. Two
3. Three or more
4. None
5. No answer

______
75

31. Which of the following age categories do you happen to be in? (INTERVIEWER: READ CATEGORIES 1 THROUGH 7 TO RESPONDENT.)

1. 18 - 19 years
2. 20 - 24 years
3. 25 - 29 years
4. 30 - 34 years
5. 35 - 44 years
6. 45 - 64 years
7. 65 years and over
8. No answer (DON'T READ)

76

32. For statistical purposes, we need to know which of the following categories your total family income for 1972 fell into. Was your total family income for 1972 less than $5,000, between $5,000 and $10,000, between $10,000 and $15,000, between $15,000 and $25,000, or $25,000 and over?

1. Under $5,000
2. $5,000 - 9,999
3. $10,000 - 14,999
4. $15,000 - 24,999
5. $25,000 and over
6. Don't know, No answer, Refused

77

33. DAY OF INTERVIEW ______________________

78

And your name is?

RESPONDENT'S NAME ______________________

ADDRESS ______________________ CITY OR TOWN ______________________

0

79

TELEPHONE NUMBER ______________________

I certify that this is a complete and honest interview, taken in accordance with my instructions.

______________________ ______________________

(INTERVIEWER'S SIGNATURE) (DATE)

______________________ (CODER'S INITIALS)

Code BICYCLE/MOTORCYCLE users

80

1 = BICYCLE

2 = MOTARCYCLE

Seq. # ___/___/___/___
1 2 3

Project #417 ___ 3
Interviewing Begins: 5

TRANSIT POLL #2/1973
MBTA PLATFORM INTERVIEWS

INBOUND ONLY

MBTA STATION:

1. Coolidge Corner
2. Newton Center
3. Quincy Center
4. Sullivan Square
5. Field's Corner
6. Orient Heights

___ 6

SEX:

1. Male
2. Female

___ 7

INTERVIEWER: IF YOU ARE ASKED WHAT YOU ARE DOING BY AN MBTA EMPLOYEE AT THE STATION WHERE YOU ARE WORKING, YOUR ANSWER IS THAT YOU ARE PART OF A STUDY OF ATTITUDES TOWARD THE MBTA AND THAT THIS IS NOT A TRAFFIC COUNT.

> Hello, I'm ____________________. I'm working on a survey being conducted by Decision Research Corporation of Wellesley, and I'd like to get your opinions on a few questions.

1. Are you 18 years of age or older?

   1. Yes (CONTINUE)
   2. No (DISCONTINUE)
   3. Don't know, No answer (DISCONTINUE)

___ 8

2. During an average Monday through Friday period, about how often do you travel in toward Boston either by MBTA or any other method--less than once a week, once, twice, three times, four times or five times, or more? Just give me your best estimate?

   1. Less than once a week
   2. Once
   3. Twice
   4. Three times
   5. Four times
   6. Five times or more
   7. Varies
   8. Don't know, No answer

___ 9

3. About how many times during the average Monday through Friday period do you travel in toward Boston by MBTA?

   1. Less than once a week
   2. Once
   3. Twice
   4. Three times
   5. Four times
   6. Five times or more
   7. Varies
   8. Don't know, No answer

___ 10

4. About how many times during the average Monday through Friday period do you also return home on the MBTA--that is, go both ways by MBTA?

1. Less than once a week
2. Once
3. Twice
4. Three times
5. Four times
6. Five times or more
7. Varies
8. Don't know, No answer

___ 11

5. How did you get to this station today--did you drive your car here and park it, were you driven, did you take a bus, did you take a streetcar, did you walk, or what?

1. Drive here and parked
2. Was driven
3. Bus
4. Streetcar
5. Walked
6. Other (specify)______________________________
7. Don't know

___ 12

6. When you travel in toward Boston by MBTA, do you do so because you have to go that way--that is, because you really don't have any other way of going, or do you travel in by MBTA by choice?

1. Because have to, no other way
2. By choice
3. Don't have car, but if did, would go in by MBTA anyway (DON'T READ)
4. Don't know, No opinion

___ 13

7. Approximately how long would it take you to get from your home to downtown Boston by car at this hour of the morning? (IF "DEPENDS ON TRAFFIC," ETC., PROBE: "Well, how long does it ordinarily take?")

01. 10 min. or less
02. 11 to 15 min.
03. 16 to 20 min.
04. 21 to 25 min.
05. 26 to 30 min.
06. 31 to 35 min.
07. 36 to 40 min.
08. 41 to 45 min.
09. 46 to 59 min.
10. 60 to 69 min.
11. 70 to 79 min.
12. 80 to 89 min.
13. 90 min. or more
14. Don't know, No answer

___/___ 14

8. Approximately how long does it take you at this hour of the morning to get from your home to downtown Boston by MBTA? (IF "DEPENDS ON TRAFFIC," ETC., PROBE: "Well, how long does it ordinarily take?")

01. 10 min. or less
02. 11 to 15 min.
03. 16 to 20 min.
04. 21 to 25 min.
05. 26 to 30 min.
06. 31 to 35 min.
07. 36 to 40 min.
08. 41 to 45 min.
09. 46 to 59 min.
10. 60 to 69 min.
11. 70 to 79 min.
12. 80 to 89 min.
13. 90 min. or more
14. Don't know, No answer

___/___ 16

9. From where you live, how long a walk is it to the nearest MBTA bus, streetcar, or rapid transit train stop--less than 5 minutes, 5 to 10 minutes, or more than 10 minutes?

1. Less than a 5-minute walk (CONTINUE)
2. A 5- to 10-minute walk (CONTINUE)
3. More than a 10-minute walk (CONTINUE)
4. Don't know, No answer (SKIP TO Q #11)

___ 18

IF "LESS THAN A 5-MINUTE WALK, "A 5- TO 10-MINUTE WALK," OR "MORE THAN A 10-MINUTE WALK", ASK:

10. Is this a bus, streetcar, or rapid transit train?

1. Bus
2. Streetcar
3. Rapid transit train
4. Other (specify)______________________________
5. Don't know, No answer

___ 19

1. Do you think the people who run the MBTA are really trying to improve the quality of MBTA service, or do you think they don't really care very much about the comfort and convenience of the passengers?

1. Really trying to improve quality of MBTA service
2. Don't really care very much about comfort and convenience of passengers
3. Care but not really trying (DO NOT READ)
4. Don't know (DO NOT READ)

______ 20

2. Next, I'm going to read you some things about the MBTA. For each one please tell me whether you consider it to be a very serious problem, a fairly serious problem, or not much of a problem at all. First take (FIRST ITEM CIRCLED BELOW), do you consider this to be a very serious problem, a fairly serious problem, or not too much of a problem at all? Next take . . . (CONTINUE IN ORDER UNTIL ALL ITEMS HAVE BEEN READ AND AN ANSWER RECORDED FOR EACH. READ QUESTION SAME WAY EACH TIME.)

		Very Serious	Fairly Serious	Not Much of a Problem At All	Don't Know/ No Answer	
[✓ a.]	Dirty and rundown buses, streetcars, and rapid transit trains	1	2	3	4	______ 21
b.	Crime on MBTA buses, streetcars, and rapid transit trains	1	2	3	4	______ 22
c.	Rising MBTA fares	1	2	3	4	______ 23
d.	Slow MBTA service--taking too long to get where you're going	1	2	3	4	______ 24
e.	Lack of air conditioning on MBTA buses, streetcars, and rapid transit trains	1	2	3	4	______ 25
f.	Overcrowding on MBTA buses, streetcars, and rapid transit trains	1	2	3	4	______ 26
g.	Unsafe conditions on the MBTA	1	2	3	4	______ 27

13. How many cars does your family presently own?

1. One
2. Two
3. Three or more
4. None
5. No answer

____ 28

14. Which of the following age categories do you happen to be in? (INTERVIEWER: READ CATEGORIES 1 THROUGH 7 TO RESPNDENT.)

1. 18 - 19 years
2. 20 - 24 years
3. 25 - 29 years
4. 30 - 34 years
5. 35 - 44 years
6. 45 - 64 years
7. 65 years or over
8. No answer (DON'T READ)

____ 29

15. For statistical purposes, we need to know which of the following categories your total family income for 1972 fell into. Was your total family income for 1972 less than $5,000, between $5,000 and $10,000, between $10,000 and $15,000, between $15,000 and $25,000, or $25,000 or more?

1. Under $5,000
2. $5,000 - 9,999
3. $10,000 - 14,999
4. $15,000 - 24,999
5. $25,000 and over
6. Don't know, No answer, Refused

____ 30

16. DAY OF INTERVIEW:

1. Monday
2. Tuesday
3. Wednesday
4. Thursday
5. Friday

____ 31

17. HOUR OF INTERVIEW:

1. 7:00 - 7:29 A.M.
2. 7:30 - 7:59 A.M.
3. 8:00 - 8:29 A.M.
4. 8:30 - 8:59 A.M.
5. 9:00 - 9:30 A.M.

____ 32

18. RACE:

1. White
2. Black
3. Other (specify)__________________________________

____ 33

And your name is?

RESPONDENT'S NAME____ 0

ADDRESS______________________________________CITY OR TOWN_________________________ 34

TELEPHONE NUMBER______________________________

I certify that this is a complete and honest interview, taken in accordance with my instructions.

____ ____________________________

(INTERVIEWER'S SIGNATURE) (DATE)

__________________________CODER'S INITIALS

Seq. # ____/____/____ 1 2 3

Project #417
Interviewing Begins:

TRANSIT POLL #2/1973 ____4____ 4

R.R. STATION INTERVIEWS

INBOUND ONLY

INTERVIEWER COMPLETE

SEX: 1. Male
2. Female
____ 5

R.R. STATION: 1. Westwood
2. Reading
____ 6

Hello, I'm ____________________. I'm working on a survey being conducted by Decision Research Corporation of Wellesley, and I'd like to get your opinions on a few questions.

1. Are you 18 years of age or older?

1. Yes (CONTINUE)
2. No (TERMINATE)
3. Don't know, No answer (TERMINATE)

____ 7

2. When you take this commuter railroad line in toward Boston, how do you usually get from your home to the train station--do you drive your car to the station and park it here, are you driven, do you take the bus, do you walk, or what?

1. Drive car to station and park
2. Driven
3. Bus
4. Walk
5. Other (specify)______________________________
6. Varies
7. Don't know, No answer

____ 8

3. About how often during the average Monday through Friday period do you travel in toward Boston either by this commuter railroad or any other method--less than once a week, once, twice, three times, four times, five times or more? (Just give me your best estimate?)

1. Less than once a week
2. Once
3. Twice
4. Three times
5. Four times
6. Five times--every day
7. Varies
8. Don't know

____ 9

4. About how many times during the average Monday through Friday period do you travel in toward Boston on this commuter railroad line?

1. Less than once a week (CONTINUE)
2. Once (CONTINUE)
3. Twice (CONTINUE)
4. Three times (CONTINUE)
5. Four times (CONTINUE)
6. Five times or more (SKIP TO Q #12)
7. It varies (CONTINUE)
8. Don't know (CONTINUE)

____ 10

IF OTHER THAN "FIVE TIMES OR MORE" ON QUESTION #3, ASK:

5. When you don't go toward Boston on this commuter railroad line, which of the following other ways do you go into Boston most often--automobile, MBTA bus, streetcar, or rapid transit train, other than MBTA bus, or what? (IF RESPONDENT MENTIONS MORE THAN ONE WAY, PROBE: "Which way do you come in more often?" IF RESPONDENT IS STILL UNABLE TO SAY, RECORD FIRST WAY MENTIONED.)

1. Automobile (CONTINUE)
2. MBTA (bus, streetcar, rapid transit train) (CONTINUE)
3. Bus other than MBTA bus (CONTINUE)
4. Other (specify)______________________________ (CONTINUE)
5. Only use this commuter line (SKIP TO Q #6)
6. Don't know (SKIP TO Q #6)

______ 11

6. When you travel in toward Boston on this commuter railroad line rather than by car, do you do so because you have to go this way--that is, because you really don't have any other way of going, or do you travel in on this line by choice?

1. Because have to
2. By choice
3. Don't have second car, but if did, would go in by this commuter train line anyway (DO NOT READ)
4. Don't know, No opinion

______ 12

7. When you travel in toward Boston on this line rather than MBTA, do you do so because you have to go this way--that is, because MBTA service is either not available or difficult to get to--or do you travel in on this line by choice?

1. Because have to
2. By choice
3. Don't know, No opinion

______ 13

8. Suppose express buses were available from here to downtown Boston at the same fare that you now pay for this commuter railroad line. In that case, which do you think you would be more likely to take into downtown Boston--the express bus or this commuter railroad line?

1. Express bus
2. Commuter railroad line
3. Don't know

______ 14

9. Approximately how long would it take you by car at this hour of the morning to get from your home to where you typically go when you use this commuter railroad line? (IF "DEPENDS ON TRAFFIC," ETC., PROBE: "How long does it ordinarily take?")

01. 10 min. or less
02. 11 to 15 min.
03. 16 to 20 min.
04. 21 to 25 min.
05. 26 to 30 min.
06. 31 to 35 min.
07. 36 to 40 min.
08. 41 to 45 min.
09. 46 to 59 min.
10. 60 to 69 min.
11. 70 to 79 min.
12. 80 to 89 min.
13. 90 min. or more
14. Don't know, No answer

___/___
15 16

10. Approximately how long would it take you by MBTA at this hour of the morning to get from your home to where you typically go when you use this commuter train line? (INTERVIEWER: IF "DEPENDS," ETC., PROBE: "Well how long does it ordinarily take?")

01. 10 min. or less
02. 11 to 15 min.
03. 16 to 20 min.
04. 21 to 25 min.
05. 26 to 30 min.
06. 31 to 35 min.
07. 36 to 40 min.
08. 41 to 45 min.
09. 46 to 59 min.
10. 60 to 69 min.
11. 70 to 79 min.
12. 80 to 89 min.
13. 90 min. or more
14. Don't know, No answer

___/___
17 18

11. Approximately how long does it take you by this commuter railroad line at this hour of the morning to get from your home to where you typically go when you use this train line? (IF "DEPENDS," ETC., PROBE: "Well how long does it ordinarily take?")

01. 10 min. or less
02. 11 to 15 min.
03. 16 to 20 min.
04. 21 to 25 min.
05. 26 to 30 min.
06. 31 to 35 min.
07. 36 to 40 min.
08. 41 to 45 min.
09. 46 to 59 min.
10. 60 to 69 min.
11. 70 to 79 min.
12. 80 to 89 min.
13. 90 min. or more
14. Don't know, No answer

___/___
19 20

12. How long a drive is this station from where you live--less than 5 minutes, 5 to 10 minutes, 10 to 15 minutes, or more than 15 minutes?

1. Less than a 5-minute drive
2. A 5- to 10-minute drive
3. A 10- to 15-minute drive
4. More than a 15-minute drive
5. Don't know, No answer

______
21

13. How much will it cost round trip by this train line today to go from your house to your destination--including fare to get to this station, train fare, car fare in Boston, if any, parking and the like?

$__________Dollars__________Cents

___/___/___
22 23 24

14. Do you think the people who run this commuter railroad line are really trying to improve the quality of service, or do you think they don't really care very much about the comfort and convenience of the passengers?

1. Really trying to improve quality of service
2. Don't really care very much about comfort and convenience of passengers
3. Care but not really trying (DO NOT READ)
4. Don't know, No opinion (DO NOT READ)

______
25

15. Next, I'd like you to rate this commuter railroad line in several different respects. In each case, I'd like you to tell me whether you consider this commuter railroad line satisfactory or unsatisfactory. First, take (FIRST ITEM ON LIST)--is this commuter railroad line satisfactory or unsatisfactory in this respect? Next take . . . (READ QUESTION FOR EACH ITEM.)

		Satisfactory	Unsatisfactory	Don't Know/ No Opinion	
1.	Freedom from breakdowns	1	2	3	26
2.	Comfort of the cars	1	2	3	27
3.	Cleanliness of the cars	1	2	3	28
4.	Personal safety--that is, protecting passengers against criminals and undesirables in the stations and on the train itself	1	2	3	29
5.	Being on time	1	2	3	30
6.	Comfort at the stations	1	2	3	31
7.	Having courteous employees	1	2	3	32

16. How many cars does your family presently own?

1. One   3. Three or more   5. No answer
2. Two   4. None
______ 33

17. Which of the following age categories do you happen to be in? (INTERVIEWER: READ CATEGORIES 1 THROUGH 7 TO RESPONDENT.)

1. 18 - 19 years   5. 35 - 44 years
2. 20 - 24 years   6. 45 - 64 years
3. 25 - 29 years   7. 65 years and over
4. 30 - 34 years   8. No answer (DON'T READ)
______ 34

18. For statistical purposes, we need to know which of the following categories your total family income for 1972 fell into. Was your total family income for 1972 less than $5,000, between $5,000 and $10,000, between $10,000 and $15,000, between $15,000 and $25,000, or $25,000 or over?

1. Under $5,000   4. $15,000 - $24,999
2. $5,000 - $9,999   5. $25,000 and over
3. $10,000 - $14,999   6. Don't know, No answer, Refused
______ 35

19. RACE: 1. White 2. Black 3. Other (specify)______
______ 36

20. DAY OF INTERVIEW:

1. Monday
2. Tuesday
3. Wednesday
4. Thursday
5. Friday
______ 37

21. HOUR OF INTERVIEW:

1. 6:50 - 7:29 A.M.
2. 7:30 - 8:00 A.M.
3. 8:01 - 8:30 A.M.
4. 8:31 - 9:00 A.M.
5. 9:00 - 9:40 A.M.
______ 38

0
______ 39

And your name is?

RESPONDENT'S NAME______

STREET ADDRESS______ CITY OR TOWN______

TELEPHONE NUMBER______

I certify that this is a complete and honest interview, taken in accordance with my instructions.

______   ______
(INTERVIEWER'S NAME)   (DATE)

______(CODER'S INITIALS)

Seq. # ____/____/____/____
1 2 3 4

Project #417
Interviewing Begins:

TRANSIT POLL #2/1973
PARKING GARAGE INTERVIEWS
INBOUND ONLY

2
5

GARAGE LOCATION:

1. City Garage Opposite John Hancock
2. City Parking Lot at Haymarket
3. Common Garage
4. Center Plaza
5. Prudential Center Garage

3

SEX:

1. Male
2. Female

4

> Hello, I'm ______________________. I'm working on a survey being conducted by Decision Research Corporation of Wellesley, and I'd like to get your opinions on a few questions.

1. Are you 18 years of age or older?

   1. Yes (CONTINUE)
   2. No (DISCONTINUE)
   3. Don't know, No answer (DISCONTINUE)

   5

2. During the average Monday through Friday period, about how often do you come into downtown Boston either by car or any other method--less than once a week, once, twice, three times, four times, or five times or more?

   1. Less than once a week
   2. Once
   3. Twice
   4. Three times
   5. Four times
   6. Five times or more
   7. Varies
   8. Don't know, No answer

   6

3. About how many times during the average Monday through Friday period do you come into Boston by car?

   1. Less than once a week
   2. Once
   3. Twice
   4. Three times
   5. Four times
   6. Five times or every day
   7. Varies
   8. Don't know, No answer

   7

4. When you don't come by car, which of the following other ways of coming in to downtown Boston do you use most often? (READ CATEGORIES 1 TO 4. IF RESPONDENT MENTIONS MORE THAN ONE WAY, PROBE: "Which way do you come more often?" IF RESPONDENT IS UNABLE TO SAY, RECORD FIRST WAY MENTIONED.)

   1. MBTA (bus, streetcar, rapid transit train) (CONTINUE)
   2. Bus other than MBTA (CONTINUE)
   3. Commuter railroad train (CONTINUE)
   4. Walk (CONTINUE)
   5. Other (specify)________________________________(CONTINUE)
   6. Don't know, No answer (SKIP TO Q #5)
   7. Come by car all the time (SKIP TO Q #5)

   8

5. Suppose within the next few months the price of gasoline went up to 65 cents a gallon--would you still go in to downtown Boston by car as often as you do now, would you go in by car less often, would you stop going in by car, or would you simply stop going in to downtown Boston altogether even if this meant looking for work closer to home?

1. As often as now
2. Less often
3. Stop going in by car
4. Stop going in to downtown Boston altogether
5. Don't drive in by car
6. Don't know, No answer

______ 9

6. It has been proposed that for cars parking in Boston a tax of $5 per day be added to the regular parking fee. Suppose this were to happen--would you still go in to downtown Boston by car as often as you do now, would you go in by car less often, would you stop going in by car, or would you simply stop going in to downtown Boston, even if this meant looking for work closer to home?

1. As often as now
2. Less often
3. Stop going in by car
4. Stop going in altogether even if this meant looking for work closer to home
5. Don't drive in by car
6. Don't know, No answer

______ 10

7. Suppose there were faster, modern, comfortable, air conditioned, and frequent public transportation available between where you live and downtown Boston at the same cost as going in by car. In that case, do you think you would generally use public transportation when you went in to downtown Boston, or do you think you would generally go in by car anyway?

1. Would generally use public transportation
2. Would generally go in by car anyway
3. Don't know, No answer

______ 11

8. About how much would you say it costs you round trip each day that you go into downtown Boston by car? (DO NOT READ ANSWERS.)

01. Nothing, don't drive my car, employer pays for car, etc.
02. Less than $1.00
03. $1 to $1.99
04. $2 to $2.99
05. $3 to $3.99
06. $4 to $4.99
07. $5 to $5.99
08. $6 to $6.99
09. $7 to $7.99
10. $8 to $8.99
11. $9 to $9.99
12. $10 or more
13. Don't know, No answer

___/___ 12 13

9. About how many miles, round trip, is it from where you live to downtown Boston?

____________________ miles

___/___ 14 15

10. How much in tolls, if anything, do you pay, round trip, each day you go into downtown Boston by car? (IF COMES DIFFERENT WAYS, ASK: "What about the way you come most often?")

$________ Dollars ________ Cents

(Code dollars and cents up to 9.99)

___/___/___ 16 17 18

11. How much, if anything, does it usually cost you to park each day you come in to downtown Boston by car?

1. Nothing, free parking, don't ever drive my car to work
2. Less than $1
3. $1 to $1.50
4. $1.51 to $2
5. $2.01 to $2.50
6. $2.51 to $3
7. $3.01 to $4
8. More than $4
9. Don't know, No answer

________ 19

12. Approximately how long does it usually take to get from your home to downtown Boston by car at this hour of the morning? (IF "DEPENDS ON TRAFFIC," ETC., PROBE: "Well, how long does it ordinarily take?")

01. 10 min. or less
02. 11 to 15 min.
03. 16 to 20 min.
04. 21 to 25 min.
05. 26 to 30 min.
06. 31 to 35 min.
07. 36 to 40 min.
08. 41 to 45 min.
09. 46 to 59 min.
10. 60 to 69 min.
11. 70 to 79 min.
12. 80 to 89 min.
13. 90 min. or more
14. Don't know, No answer

____/____
20 21

13. Approximately how long would it take you at this hour in the morning to get from your home to downtown Boston by public transportation? (IF "DEPENDS ON TRAFFIC," ETC., PROBE: "Well, how long does it ordinarily take?")

01. 10 min. or less
02. 11 to 15 min.
03. 16 to 20 min.
04. 21 to 25 min.
05. 26 to 30 min.
06. 31 to 35 min.
07. 36 to 40 min.
08. 41 to 45 min.
09. 46 to 59 min.
10. 60 to 69 min.
11. 70 to 79 min.
12. 80 to 89 min.
13. 90 min. or more
14. Don't know, No answer

____/____
22 23

14. From where you live, how long a walk is it to the nearest means of public transportation-- less than 5 minutes, 5 to 10 minutes, or more than 10 minutes?

1. Less than a 5-minute walk (CONTINUE)
2. a 5- to 10-minute walk (CONTINUE)
3. More than a 10-minute walk (CONTINUE)
4. Don't know, No answer (SKIP TO Q #16)

________ 24

IF "LESS THAN A 5-MINUTE WALK," "5- TO 10-MINUTE WALK," OR MORE THAN A 10-MINUTE WALK," ON QUESTION #14, ASK:

15. Is this a bus, streetcar, rapid transit train, commuter railroad train, or what?

1. Bus
2. Streetcar
3. Rapid transit train
4. Commuter railroad train
5. Other (specify)________________________________
6. Don't know, No answer

________ 25

16. Do you think the people who run the MBTA are really trying to improve the quality of MBTA service, or do you think they don't really care very much about the comfort and convenience of the passengers?

1. Really trying to improve quality of MBTA service
2. Don't really care very much about comfort and convenience of passengers
3. Care but not really trying (DO NOT READ)
4. Don't know, No opinion (DO NOT READ)

________ 26

17. Next, I'm going to read you some things about the MBTA. For each one please tell me whether you consider it to be a very serious problem, a fairly serious problem, or not much of a problem at all. First take (FIRST ITEM CIRCLED BELOW), do you consider this to be a very serious problem, a fairly serious problem, or not too much of a problem at all? Next take . . . (CONTINUE IN ORDER UNTIL ALL ITEMS HAVE BEEN READ AND AN ANSWER RECORDED FOR EACH. READ QUESTION SAME WAY EACH TIME.)

		Very Serious	Fairly Serious	Not Much of a Problem At All	Don't Know/ No Answer	
[✓ a.]	Dirty and rundown buses, streetcars, and rapid transit trains	1	2	3	4	____ 27
b.	Crime on MBTA buses, streetcars, and rapid transit trains	1	2	3	4	____ 28
c.	Rising MBTA fares	1	2	3	4	____ 29
d.	Slow MBTA service--taking too long to get where you're going	1	2	3	4	____ 30
e.	Lack of air conditioning on MBTA buses, streetcars, and rapid transit trains	1	2	3	4	____ 31
f.	Overcrowding on MBTA buses, streetcars, and rapid transit trains	1	2	3	4	____ 32
g.	Unsafe conditions on the MBTA	1	2	3	4	____ 33

18. Why do you think people don't travel in to downtown Boston by public transportation--rather than by car--more often than they now do? What is it that keeps them from using public transportation more often than they do now when they travel in to downtown Boston?

____ ____/____ 34 35

____ ____/____ 36 37

____

____

19. How many cars does your family presently own?

1. One
2. Two
3. Three or more
4. None
5. No answer

____ 38

20. Which of the following age categories do you happen to be in? (INTERVIEWER: READ CATEGORIES 1 THROUGH 7 TO RESPONDENT.)

1. 18 - 19 years
2. 20 - 24 years
3. 25 - 29 years
4. 30 - 34 years
5. 35 - 44 years
6. 45 - 64 years
7. 64 years and over
8. No answer (DON'T READ)

____ 39

21. For statistical purposes, we need to know which of the following categories your total family income for 1972 fell into. Was your total family income for 1972 less than $5,000, between $5,000 and $10,000, between $10,000 and $15,000, between $15,000 and $25,000, or $25,000 or over?

1. Under $5,000
2. $5,000 - $9,999
3. $10,000 - $14,999
4. $15,000 and $24,999
5. $25,000 or over
6. Don't know, No answer, Refused

____ 40

22. DAY OF INTERVIEW:

1. Monday
2. Tuesday
3. Wednesday
4. Thursday
5. Friday

____ 41

23. HOUR OF INTERVIEW:

1. 7 - 7:29 AM
2. 7:30 - 7:59 AM
3. 8:00 - 8:29 AM
4. 8:30 - 8:59 AM
5. 9:00 - 9:30 AM

____ 42

24. RACE:
1. White
2. Black
3. Other (specify)______________________________

____ 43

______________(CODER'S INITIALS)

0 44

And your name is?

RESPONDENT'S NAME____

ADDRESS__________________________CITY OR TOWN__________________

TELEPHONE NUMBER____________________

I certify that this is a complete and honest interview, taken in accordance with my instructions.

____________________________________ ____________________
(INTERVIEWER'S SIGNATURE) (DATE)

APPENDIX B

SUPPLEMENTARY REPORT--BLUE LINE STUDY

DECISION RESEARCH CORPORATION

SUPPLEMENTARY REPORT--
BLUE LINE STUDY

Prepared for:
MBTA

by

Decision Research Corporation
Wellesley Hills, Massachusetts

November 1973

DECISION RESEARCH CORPORATION

DESCRIPTION OF STUDY

1. Purpose of Project:

The purposes of the project were:

- To obtain inbound ridership patterns among Blue Line riders at the Wonderland and Wood Island Stations.
- To ascertain what means of transportation inbound riders habitually used before the Mystic River Bridge collapse.
- To determine preference among inbound riders as between express bus service to Boston (from various points on the North Shore) and feeder bus service to the Wonderland and Wood Island stations.
- To ascertain how inbound riders get to the station.
- To obtain riders' perception of the MBTA's attitude regarding the comfort and convenience of its passengers.

2. Those Interviewed:

Interviews were conducted between the hours of 7:00 and 10:00 a.m.--with approximately 1,000 (actually 1,014) adult (18 years of age or older) riders at the Wonderland and Wood Island station platforms (610 interviews were conducted at Wonderland and 404 at Wood Island). Only riders who travel in toward Boston at least four times a week, whether by MBTA or any other method, were interviews.

3. Interviewing Dates:

November 5 through 9, 1973.

SUPPLEMENTARY REPORT

BLUE LINE STUDY

1. COMPOSITION OF THE SAMPLE

The make-up of the Blue Line sample fairly closely resembles the composite of the six other stations in question--Coolidge Corner, Newton Center, Quincy Center, Forest Hills, Field's Corner, and Harvard (see Table 1). One possible exception is in the area of car ownership--car ownership (including ownership of more than one car) seems to be more prevalent among Blue Line riders.

"Within" the Blue line sample, Wonderland riders tend to be somewhat younger and more likely to own two or more cars (perhaps because of the better parking facilities at Wonderland) than Wood Island passengers. Actually, Wonderland riders tend to resemble Quincy Center riders, while Wood Island riders look more like Forest Hills riders.

2. RIDERSHIP PATTERNS

Eighty-eight percent of those interviewed at the two Blue line stations currently travel in toward Boston on that line five or more times a week (see Table 2). This is virtually identical with the pattern seen among respondents at the other stations--at the other stations, 89 percent of those who go in toward Boston five times a week, always go in by MBTA. (See Table 15 of principal study.)

	TRAVEL IN TOWARD BOSTON ON MBTA FIVE OR MORE TIMES PER WEEK (%)
Total Blue Line	88
Wonderland	87
Wood Island	90
Total Other Stations*	89

---

*Based on those who travel in toward Boston five or more times per week, whether by MBTA or any other method.

Interestingly, among Blue Line passengers who, before the Mystic River Bridge collapse, usually drove to Boston, the percentage who now go by MBTA all the time is "only" 70 percent. This is fully twenty points lower than the percentages found among people who previously commuted solely by bus, bus part of the way, and rapid transit the rest or rapid transit only, which may indicate that many former car commuters are still avoiding the MBTA whenever possible.

Among Blue Line respondents overall, two-thirds generally rode the MBTA into town either all or part of the way before the bridge collapse, while slightly better than a quarter (28 percent) represent "new" rapid transit riders who either drove or took the bus all the way (15 percent drove, 13 percent took the bus). Only 1 percent are former commuter railroad patrons (see Table 3).

The pattern tends to be quite different at Wonderland than at Wood Island--at the former station 37 percent previously either drove (18 percent) or took the bus all the way (19 percent), as compared with a much lower 14 percent (10 percent drove, 4 percent took bus) at the latter station, where better than 80 percent used rapid transit at least part of the way.

As might be expected, a higher percentage of those who would prefer "express" bus service than of those who would rather have "feeder" service, rode the express bus prior to the bridge collapse. Still, as noted later, previous express bus passengers represent only a small proportion of the total backing that kind of service.

In terms of demographics, more men than women drove or took the MBTA all the way in prior to the bridge being closed; women were more inclined toward the bus, express, and feeder. People over age 45 also tended to use the bus more heavily than did those younger; while commuting by car, was understandably more common among people earning $25,000 or more than among those earning less (the same holds true among people with three or more cars in the family as opposed to those with fewer autos).

3. EXPRESS VERSUS FEEDER BUS SERVICE

On a total basis, Blue Line respondents, by a very narrow 41 percent to 35 percent plurality (with a substantial 24 percent undecided) favor express over feeder bus service (see Table 4). However, as suggested earlier, previous express bus riders make up only a comparatively small proportion of the 41 percent who prefer express service. To be sure, previous express bus patrons back continuance of that service by an overwhelmingly 77 percent to 20 percent margin. However, pluralities of prior feeder bus and particularly prior auto commuters (the latter are obviously a target for conversion) as well, lean toward the express over the feeder. In fact, the only ones to favor the feeder, and by a narrow ratio at that, are people who before the bridge closing took rapid transit all the way.

Among the various demographic groups, preference for the feeder is largely confined to men and people with annual incomes of $25,000 or more. Comparatively small proportions of both these groups used the bus--express or feeder--before the bridge collapse (see Table 3).

In this connection, 25 percent of the male respondents, as opposed to 39 percent of the women interviewed, took the bus to the station on the morning they were interviewed. Similarly, just 17 percent of those with annual incomes of $25,000 or more, as compared with 37 percent of those making less than $5,000 and 42 percent of those making between $5,000 and $10,000, used the bus. (See Table 5.)

Overall, Blue Line respondents, particularly those at Wonderland (where parking is better), lean heavily on the automobile to get to the station--42 percent drove and parked, 13 percent were driven, 32 percent took the bus, and 12 percent walked (see Table 5). Emphasizing the difference between Wonderland and Wood Island--29 percent at the former, as compared with 67 percent at the latter, walked or took the bus.

Interestingly, the most common reason expressed by both express and feeder adherents for their choice is speed--41 percent of express backers say it takes less time, while 48 percent of feeder supporters say the train is faster. There is also a good deal of feeling among those who like the express that it is less crowded and avoids the inconvenience of switching. Feeder bus supporters counter this with the feeling that it stops closer to their home and/or where they work.

Reasons Expressed for Favoring Express Bus...	Those Who Prefer Express Bus (%)*
Bus is faster, takes less time, makes fewer stops	41
No switching or changing required	29
Bus is less crowded than train, train is too crowded	21
Bus stops closer to home and/or work, more convenient	10
Bus involves less waiting, runs more frequently than train, and sticks to schedule better	8
Bus is more comfortable, has better seating, etc.	5
Trains break down	4
Bus is cheaper than bus and train	2
Other	3

Reasons Expressed for Favoring Feeder Bus...	Those Who Prefer Feeder Bus (%)*
Train is faster, bus too slow, gets caught in traffic and tunnel	48
The bus-train combination is more convenient, easier to take, closer to home and/or work	24
Buses cause too much traffic congestion in Boston	10
Trains are cheaper	6
Trains run more frequently, keep to schedule better	4
Just don't like buses	4
Train causes less pollution	2
Other	9

---

*Multiple responses permitted.

In any event, reliance on the auto also appears to be much heavier at Wonderland than at any of the stations in the principal survey.

	How Got to Station on Day of Interview			
	Drove & Parked (%)	Was Driven (%)	Bus (%)	Walked (%)
Total Blue Line	42	13	32	12
Wonderland	54	16	26	3
Wood Island	25	7	42	25
Total Other Stations	12	16	30	39
Coolidge Corner	2	3	4	88
Newton Center	13	36	5	42
Quincy Center	31	25	22	21
Forest Hills	16	17	58	9
Field's Corner	6	11	34	47
Harvard Square	4	5	59	26

Part of the explanation may lie in changes necessitated by the bridge closing--81 percent of Blue Line respondents who previously drove all the way to Boston now either drive and park at the station or are driven there. However, this is obviously not the sole answer--71 percent of those who previously took the train all the way get to the station by car.

Emphasizing the previously noted preference among bus users for the express rather than feeder bus service, 42 percent of those who prefer the express as compared with 30 percent of those who prefer the feeder, use the bus to get to the station. Similarly, more women, than men favor the express; and more women than men rode the bus to get to the rapid transit.

4. BLUE LINE PASSENGERS' APPRAISAL OF MBTA'S EFFORTS TO IMPROVE SERVICE

Blue Line riders, especially those at Wood Island, apparently don't give the MBTA much credit for trying to improve the quality of service (see Table 6). Forty-three percent say the people who run the MBTA are really trying to upgrade service, but an even more substantial minority feel that the MBTA either doesn't care about the comfort and convenience of passengers (42 percent) or cares, but isn't really trying (5 percent).

As noted, negative reaction is more prevalent at Wood Island than at Wonderland. Actually, feeling at Wood Island is about as negative as at Coolidge Corner (where, in the principal study, criticism was highest).

	Really Trying To Improve Service (%)	Don't Really Care About Comfort & Convenience of Passengers (%)	Care, But Not Really Trying (%)
Total Blue Line	43	42	5
Wonderland	47	38	5
Wood Island	37	47	6
Total Other Stations	51	35	6
Coolidge Corner	35	45	11
Newton Center	46	38	3
Quincy Center	73	15	4
Forest Hills	50	38	4
Field's Corner	48	41	6
Harvard Square	52	33	8

Significantly, criticism of the MBTA among Blue Line respondents is heavier among those who used the line before the bridge collapse than among new riders (included among the former are people who previously used the feeder bus).

Table 1

COMPOSITION OF WONDERLAND-WOOD ISLAND LINE SAMPLE AND SAMPLE OBTAINED AT OTHER SIX STATIONS

	Total Wonderland-Wood Island (%)	Wonderland (%)	Wood Island (%)	Total Other Six Stations (%)	Coolidge Corner (%)	Newton Center (%)	Quincy Center (%)	Forest Hills (%)	Field's Corner (%)	Harvard Square (%)
Sex										
Men	48	48	50	48	38	58	49	47	42	57
Women	52	52	50	52	62	42	51	53	58	43
Income (Based on Those Willing to Reveal their 1972 Family Income Category)										
Under $5,000	7	7	8	10	18	7	6	7	7	14
$5,000 - $9,999	26	25	27	26	29	13	24	27	34	29
$10,000 - $14,999	33	32	34	28	27	16	32	32	38	30
$15,000 - $24,999	24	26	22	26	19	40	30	27	15	20
$25,000 and Over	10	10	9	10	7	24	8	7	6	7
Number of Cars Owned										
None	10	7	15	19	45	9	8	11	15	24
One	47	45	49	50	43	52	52	51	52	49
Two	31	34	28	22	8	24	27	27	23	21
Three or More	11	14	8	9	2	12	13	11	10	6
Age										
Under 25	39	41	34	36	37	29	45	34	41	30
25 to 34	24	24	25	25	23	28	24	25	24	30
35 to 44	11	9	15	12	13	11	9	11	12	13
45 and over	25	24	26	26	26	29	21	30	23	26

Table 2

QUESTION: "Since the recent Mystic River Bridge collapse, about how many times during the average Monday through Friday period do you travel in toward Boston on this MBTA line?"

	Less Than Once a Week (%)	Once (%)	Twice (%)	Three (%)	Four (%)	Five or More (%)	Varies (%)	Percentage Base
Total	1	1	1	3	6	88	*	(1,014)
Station								
Wonderland	1	1	1	3	7	87	0	(610)
Wood Island	2	1	2	1	4	90	0	(404)
Sex								
Male	1	1	1	4	6	87	0	(491)
Female	1	1	1	2	5	90	0	(523)
Age								
Under 25	0	1	1	2	6	90	0	(392)
25 to 34	1	1	2	3	7	85	1	(246)
35 to 44	2	2	0	2	1	93	0	(116)
45 and Over	2	1	1	3	7	86	0	(249)
Income								
Under $5,000	2	0	2	2	16	77	1	(56)
$5,000 - $9,999	1	1	0	2	4	92	0	(202)
$10,000 - $14,999	0	0	1	2	7	90	0	(261)
$15,000 - $24,999	2	2	1	5	6	84	0	(192)
$25,000 and Over	4	0	7	5	5	79	0	(77)
How Usually Traveled to Boston Before Bridge Collapse								
Car all the Way	5	4	4	8	8	70	1	(152)
Bus All the Way	0	0	0	1	7	92	0	(134)
Bus Part of Way, Train Rest	0	0	1	1	5	93	0	(190)
Rapid Transit Train Only	0	0	1	2	5	92	0	(497)

---

*Less than .5 of 1 percent.

Table 3

QUESTION: "Before the bridge collapse which of the following ways did you usually travel in toward downtown Boston--by car all the way, bus all the way, bus part of the way and rapid transit the rest, rapid transit train only, or commuter railroad?"

	Car All the Way (%)	Bus All the Way (%)	Bus Part Way, Train Rest (%)	Rapid Transit Only (%)	Commuter Railroad (%)	Other (%)	Don't Know (%)	Percentage Base
Total	15	13	19	49	1	2	1	(1,014)
Station								
Wonderland	18	19	8	50	2	3	0	(610)
Wood Island	10	4	35	48	0	1	2	(404)
Sex								
Male	20	9	13	53	1	2	2	(491)
Female	11	17	24	45	1	2	0	(523)
Age								
Under 25	16	11	17	51	1	4	0	(392)
25 to 34	20	11	18	45	2	2	2	(246)
35 to 44	13	13	18	51	1	3	1	(116)
45 and Over	10	18	22	49	1	0	0	(249)
Income								
Under $5,000	14	19	29	36	0	2	0	(56)
$5,000 - $9,999	10	17	22	48	1	2	0	(202)
$10,000 - $14,999	15	12	19	48	0	4	2	(261)
$15,000 - $24,999	19	10	16	50	3	1	1	(192)
$25,000 and Over	30	8	7	49	1	5	0	(77)
Number of Cars								
One	13	16	23	45	1	1	1	(472)
Two	19	8	10	59	1	3	0	(318)
Three or More	24	9	8	49	3	6	1	(114)
None	3	20	38	36	0	2	1	(103)
Express Vs. Feeder Bus								
Prefer Express Bus	17	25	21	35	1	1	0	(416)
Prefer Feeder Bus	14	8	20	53	1	4	0	(355)

Table 4

QUESTION: "Which would you prefer--having the MBTA run express buses all the way into downtown Boston from points on the North Shore, as was done before the Mystic Bridge collapsed, or having the buses run only to Wonderland or Wood Island and going the result of the way by rapid transit train as is being done now?"

	Express Buses (%)	Bus To Wonderland/ Wood Island, and Train Rest of Way (%)	No Opinion (%)	Percentage Base
Total	41	35	24	(1,014)
Station				
Wonderland	41	36	23	(610)
Wood Island	41	34	25	(404)
Sex				
Male	34	42	24	(491)
Female	47	29	24	(523)
Age				
Under 25	45	34	21	(392)
25 to 34	35	40	25	(246)
35 to 44	40	32	28	(116)
45 and Over	42	32	26	(249)
Income				
Under $5,000	48	29	23	(56)
$5,000 - $9,999	45	36	19	(202)
$10,000 - $14,999	42	33	25	(261)
$15,000 - $24,999	35	38	27	(192)
$25,000 and Over	35	46	19	(77)
How Usually Traveled to Boston Before Bridge Collapse				
Car All the Way	46	33	21	(152)
Bus All the Way	77	20	3	(134)
Bus Part of Way, Train Rest	45	37	18	(190)
Rapid Transit Only	30	38	32	(497)

Table 5

QUESTION: "How did you get to this station today-- did you drive your car here and park it, were you driven, did you take a bus, did you walk, or what?"

	Drove and Parked (%)	Was Driven (%)	Bus (%)	Walked (%)	Other (%)	Percentage Base
Total	42	13	32	12	1	(1,014)
Station						
Wonderland	54	16	26	3	1	(610)
Wood Island	25	7	42	25	1	(404)
Sex						
Male	52	13	25	10	0	(491)
Female	33	13	39	14	1	(523)
Age						
Under 25	42	17	27	13	1	(392)
25 to 34	51	10	30	9	0	(246)
35 to 44	45	7	34	14	0	(116)
45 and Over	33	11	41	14	1	(249)
Income						
Under $5,000	27	13	37	18	5	(56)
$5,000 - $9,999	32	10	42	16	0	(202)
$10,000 - $14,999	44	14	30	12	0	(261)
$15,000 - $24,999	58	12	26	3	1	(192)
$25,000 and Over	66	14	17	3	0	(77)
Number of Cars						
One	32	14	39	14	1	(472)
Two	61	15	16	8	0	(318)
Three or More	72	8	14	6	0	(114)
None	2	8	68	20	2	(103)
How Usually Traveled to Boston Before Bridge Collapse						
Car All the Way	65	16	14	5	0	(152)
Bus All the Way	14	12	72	1	1	(134)
Bus Part of Way, Train Rest	4	7	86	2	1	(190)
Rapid Transit Only	56	15	6	22	1	(497)
Express Vs. Feeder Bus						
Prefer Express Bus	31	14	42	12	1	(416)
Prefer Feeder Bus	46	14	30	10	0	(355)

Table 6

QUESTION: "Do you think the people who run the MBTA are really trying to improve the quality of MBTA service, or do you think they don't really care very much about the comfort and convenience of the passengers?"

	Trying To Improve Service (%)	Don't Care About Comfort & Convenience of Passengers (%)	Care, But Not Trying (%)	Don't Know (%)	Percentage Base
Total	43	42	5	10	(1,014)
Station					
Wonderland	47	38	5	10	(610)
Wood Island	37	47	6	10	(404)
Sex					
Male	46	37	6	11	(491)
Female	40	46	5	9	(523)
Age					
Under 25	44	43	4	9	(392)
25 to 34	41	42	6	11	(246)
35 to 44	43	36	10	11	(116)
45 and over	43	43	4	10	(249)
Income					
Under $5,000	47	39	7	7	(56)
$5,000 - $9,999	44	43	5	8	(202)
$10,000 - $14,999	49	38	5	8	(261)
$15,000 - $24,999	45	40	7	8	(192)
$25,000 and Over	44	42	6	8	(77)
How Usually Traveled To Boston Before Bridge Collapse					
Car All the Way	47	35	4	14	(152)
Bus All the Way	51	34	5	10	(134)
Bus Part of Way, Train Rest	37	47	5	11	(190)
Rapid Transit Train Only	41	43	6	10	(497)
Express Vs. Feeder Bus					
Prefer Express Bus	39	45	5	11	(416)
Prefer Feeder Bus	45	39	5	11	(355)

APPENDIX C

QUESTIONNAIRE TO:

SUPPLEMENTARY REPORT--BLUE LINE STUDY

Seq. # ___/___/___ 1 2 3

PROJECT #442
Interviewing Begins:

MBTA BLUE LINE POLL

Inbound Only

INTRODUCTION: Hello, I'm________________________________from Decision Research Corporation of Wellesley, and I'd like to ask you a few quick questions.

MBTA STATION: 1. Wonderland
2. Wood Island ________ 4

1. Are you 18 years of age or older?

   1. Yes (CONTINUE)
   2. No (DISCONTINUE)
   3. Don't know, No answer (DISCONTINUE) ________ 5

2. During an average Monday through Friday period, about how often do you travel in toward Boston either by MBTA or any other method--less than once a week, once, twice, three times, four or five times, or more? Just give me your best estimate.

   Less than once a week (DISCONTINUE)
   Once (DISCONTINUE)
   Twice (DISCONTINUE)
   Three times (DISCONTINUE)
   1. Four times ⎤
   2. Five times or more ⎦ (CONTINUE) ________ 6
   Varies (DISCONTINUE)
   Don't know, No answer (DISCONTINUE)

3. Since the recent Mystic River Bridge collapse, about how many times during the average Monday through Friday period do you travel in toward Boston on this MBTA line?

   1. Less than once a week
   2. Once
   3. Twice
   4. Three times
   5. Four times
   6. Five times or more
   7. Varies
   8. Don't know, No answer ________ 7

4. Before the bridge collapse which of the following ways did you usually travel in toward downtown Boston--by car all the way, bus all the way, bus part of the way and rapid transit the rest, rapid transit train only, or commuter railroad?

   1. Car all the way
   2. Bus all the way
   3. Bus part of the way and rapid transit the rest
   4. Rapid transit train only
   5. Commuter railroad
   6. Other____ ________ 8
   7. Don't know, No answer

5. Which would you prefer--having the MBTA run express buses all the way into downtown Boston from points on the North Shore, as was done before the Mystic Bridge collapsed, or having the buses run only to Wonderland or Wood Island, and going the rest of the way by rapid transit train as is being done now?

1. Prefer express buses all the way (CONTINUE)
2. Prefer bus to Wonderland or Wood Island and train rest of way (CONTINUE)
3. Don't know, No opinion (SKIP TO Q #7)

______ 9

IF "PREFER EXPRESS BUSES ALL THE WAY" OR "BUS TO WONDERLAND OR WOOD ISLAND AND TRAIN REST OF WAY," ASK:

6. Why do you feel this way?

______________________________ ___/___ 10 11

____

______________________________ ___/___ 12 13

____

7. How did you get to this station today--did you drive your car here and park it, were you driven, did you take a bus, did you walk, or what?

1. Drove here and parked
2. Was driven
3. Bus
4. Walked
5. Other (specify)______________________________
6. Don't know

______ 14

8. Do you think the people who run the MBTA are really trying to improve the quality of MBTA service, or do you think they don't really care very much about the comfort and convenience of the passengers?

1. Really trying to improve quality of MBTA service
2. Don't really care very much about comfort and convenience of passengers
3. Care but not really trying (DO NOT READ)
4. Don't know (DO NOT READ)

______ 15

9. How many cars does your family presently own?

1. One
2. Two
3. Three or more
4. None
5. No answer

______ 16

10. Which of the following age categories do you happen to be in? (INTERVIEWER: READ CATEGORIES 1 THROUGH 7 TO RESPONDENT.)

1. 18 - 19 years
2. 20 - 24 years
3. 25 - 29 years
4. 30 - 34 years
5. 35 - 44 years
6. 45 - 64 years
7. 65 years or over
8. No answer (DON'T READ)

______ 17

11. For statistical purposes, we need to know which of the following categories your total family income for 1972 fell into. Was your total family income for 1972 less than $5,000, between $5,000 and $10,000, between $10,000 and $15,000, between $15,000 and $25,000, or $25,000 or more?

1. Under $5,000
2. $5,000 - 9,999
3. $10,000 - 14,999
4. $15,000 - 24,999
5. $25,000 and over
6. Don't know, No answer, Refused

______ 18

12. Day of Interview:

1. Monday
2. Tuesday
3. Wednesday
4. Thursday
5. Friday

______ 19

13. Hour of interview:

1. 7:00 - 7:29 AM
2. 7:30 - 7:59 AM
3. 8:00 - 8:29 AM
4. 8:30 - 8:59 AM
5. 9:00 - 9:30 AM
6. 9:30 - 10:00 AM

______ 20

14. Race:

1. White
2. Black
3. Other (specify)______________________________

______ 21

SEX: 1. Male 2. Female

______ 22

RESPONDENT'S NAME______________________________________

ADDRESS____________________________CITY OR TOWN__________________

TELEPHONE NUMBER________________________

0
______ 23

I certify that this is a complete and honest interview, taken in accordance with my instructions.

INTERVIEWER'S SIGNATURE__________________________DATE__________________

____________________CODER'S INITIALS

024 49